

Chemist & Druggist

Benn »»

JUNE 5 1976 THE NEWSWEEKLY FOR PHARMACY

the message
is Simple.....



Your customers know that Simple Soap contains no perfume, no colouring—just pure, simple soap. They like it. And sales figures show, year after year, that more people are liking it all the time.

Our new heavyweight press advertising campaign is now well under way—and it's working for us—and you—really hard. So the message is really very simple . . .

Simple Soap Sells

Beauty
Business
SPECIAL SECTION

Medicines Act
proposals:
'think again'
call by NPU

Sangers
double
their profits

Committee
reprimands
pharmacists

DON'T LET YOUR C-VIT SALES CATCH A COLD THIS SUMMER.

If you're one of the many who think blackcurrant health drinks don't sell well in the summer, a glance at the chart below should reassure you.



C-Vit sells well all the year round.

There are a few things, though, that it doesn't show.

You won't see that C-Vit sells better in the summer than the average blackcurrant health drink.

Nor will you be any the wiser about our forthcoming vehicle poster campaign. Or our attractive summer trade bonuses.

And you'll probably still be in the

dark about the choice of 12 oz. or 18 oz. bottles we're offering.

But there's one thing you shouldn't be in the dark about. A prescription of C-Vit this summer won't just help your customers' colds.

A product of Corona Soft Drinks.



Chemist & Druggist

The newsweekly for pharmacy

5 June 1976 Vol. 205 No. 5018

117th year of publication

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Comment

General sales

Despite the National Pharmaceutical Union's own claim that its evidence on the implementation of Part III of the Medicines Act (p820) is couched in "strong terms", the document comes across as one written more in sorrow than in anger. That is inevitable, since it is like shouting into the wind to expect those who have all but dotted the last "i" to look back at their brief, as defined in the original White Paper, and start again with a clean sheet.

Commercial and other interests have had their way and even now are resenting—and seeking to change—those minor concessions to the "professional" attitude to medicines that are embodied in the proposals (p796).

Only extreme self-interest on the part of the profession would deny the advantage to the public of being able to purchase a few "emergency" medicines from alternative outlets when there is no pharmacy near by. But why does the industry apparently use the "hard cases" of analgesics and indigestion remedies to keep the door open for general sale of anything that is not currently restricted by poisons legislation?

If, as the industry contends, there is practically no sale of home medicines outside pharmacies ("less than £1.50 worth per week" for small businesses) it should be no hardship for it to support the concepts of the Medicines Act. General sale of emergency pack sizes of medicines to treat a handful of minor ailments should be sufficient to meet all the problems alleged by PAGB.

Qualified welcome

The Co-operative Wholesale Society last week announced its intention to suspend the use of the word "pharmacy" in its national advertising. Naturally, any such change of heart is welcome, belated though it may be, but we cannot share the self-congratulatory euphoria apparent at Bloomsbury Square (to judge by the leading article in the Society's journal).

There is no evidence in the CWS statement that the profession's viewpoint is respected—indeed, the view that use of titles in advertising is necessarily an advertisement of professional services is specifically rejected; the use of the title is merely "suspended", and the use will even now run its course until the end of existing advertising commitments in July. Could it be that the direction of the public to Co-op pharmacies through a massive Press campaign has now served its purpose, allowing the movement to concentrate on identification with the "family care and beauty" motif?

As for the journal's contention that the decision "refutes the belief held by some pharmacists that there is an ethical law for the small and another for the large organisation in pharmacy", we need only ask whether a "small organisation" would have been granted the privilege of "negotiations" with Council while it continued with a breach of the code, month in and month out, over such a long period.

But that is water under the bridge. Now the question is whether Co-operative employee pharmacists were instrumental in bringing about compliance with the profession's viewpoint—if their influence has in any way been enhanced, it would be at least one positive benefit to emerge from the dispute. We are informed, however, that the decision was made by CWS itself.

PAGB evidence against medicines controls

Surveys showing that communities without easy access to a pharmacy could suffer as a result of proposals to restrict the availability of home medicines, form part of the Proprietary Association of Great Britain's evidence submitted to the Department of Health. PAGB believes the average retail pharmacist will not welcome the restrictions as he will be required to supervise many more sales than at present and be faced with heavy expenditure on shopfittings to remove products from open display.

As *C&D* went to press this week, PAGB had submitted a 24-page reply together with a 10-page survey, "Household Medicines: The patterns of distribution in Great Britain", by way of comment on the Department's consultation document "The implementation of Part III of the Medicines Act".

The main recommendations are: The Medicines Commission should be invited to review their recommendations concerning the sale by self-selection of analgesics, in the light of recent developments in the introduction of child-resistant containers. The Minister should bear in mind the potential effects upon the ability of grocers to continue to stock analgesics and other medicines. It would be inappropriate to apply a self-selection ban on products in child-resistant packaging.

Pack size limitation

The Minister should reconsider the recommendation to limit the pack size of analgesics to 25 dose units, with a careful assessment of the effect of this proposal on the price to the consumer. If a limit is to be applied on the amount of analgesic to be sold or supplied at any one time it should be by means of a total quantity limitation rather than by pack size/maximum strength per unit.

A transitional period of at least three years must be allowed during which holders of licences of right, and licences which do not include a general sale provision, can seek amendments to give the product General Sale List status. During this transitional period the product should continue to be able to be sold without the supervision of a pharmacist.

The appropriate enforcement authority for Section III in the case of persons other than those conducting a retail pharmacy should be the local Food and Drugs Authority. No requirement should be imposed that persons who sell General Sale List products should notify the enforcement authorities.

Persons selling non-General Sale List products under transitional exemptions provided by Regulations 2 and 3 of this Order should not be required to make returns to the registrar of the Pharmaceutical Society. These products should be

covered by a general provision incorporating them into the Medicines (General Sale List) Order.

The restrictions imposed by Schedule 3 of the Medicines (General Sale List) Order should not prevent the formulation of efficacious products. The Committee on Review of Medicines should be invited to comment on each of the proposed limits where efficacy is in question. The Medicines Commission should publish notes giving the reasons behind their eventual recommendations in respect of all substances in Schedule 3 which were the subject of comments following the 1973 report. The definition of "external" in the Order should be amended. The position with regard to excipients must be clarified.

The Minister should reconsider the Medicines Commission recommendation that all new products should be on prescription-only for a period of three years.

Areas short of pharmacies

The surveys single out areas of Norfolk and Nottinghamshire as being particularly short of pharmacies, having one chemist for 6,239 and 6,141 people respectively (national average 4,783 people per pharmacy). PAGB recommends that ministers should consider whether implementation of Part III of the Medicines Act will adversely affect the present distribution pattern of medicinal products: "The only basis for change should be where an identifiable hazard attributable to the method of distribution exists."

Other recommendations are that the public should be informed about the values and benefits of self-medication for minor ailments, and encouraged not to visit the doctor unless this has been tried; and the Government should consider ways of providing for the public's access to medicines for self-treatment in areas with no ready access to a pharmacy.

□ "A golden opportunity is being lost to overhaul and simplify the law relating to medicines distribution", says the National Pharmaceutical Union in its evidence on proposals for the implementation of Part III of the Medicines Act 1968. The NPU concludes that the Medicines Commission and Department of Health officials would need to "rethink the proposals almost from the beginning" in order to make the most of the opportunity.

Full details of the NPU's evidence p820.

'Disguised business' ban?

A report from the Consumer Protection Advisory Committee has agreed that where goods are being offered for sale by a business seller, it should be made compulsory for any advertisements to indicate that a business seller is involved. In the

report "Disguised business sales" published last week (HM Stationery Office, £0.28) the Committee agrees with the director general of the Office of Fair Trading that consumers could suffer adverse economic effects by being misled about the status of the seller and consequently the rights they enjoy; they also agree that the proposals for legislation should cover all sales in the course of a business, such as selling assets used in a professional person's practice, and not just be confined to sales of those goods which it is the seller's particular business to supply. Draft orders giving effect to the proposals are expected shortly.

CHC submits pharmacist drug substitution scheme

The South Birmingham Community Health Council has submitted to the Department of Health a scheme to enable pharmacists to substitute an equivalent generic product for proprietary products. The Council estimate that £80m a year would be saved by using the scheme, which, it is understood, is based on a system in operation in Canada.

In a written Commons reply last week Dr David Owen, Minister of State for Health, said that his Department has thanked the Council for the submission, and informed them that the scheme will be studied when detailed and up to date information about it is available.

□ The South Birmingham CHC last week criticised doctors who sign repeat prescriptions without regularly re-examining their patients. Mr J. B. Allen, chairman of the Council's working group on the care of the elderly, suggested that doctors should not issue more than three repeat prescriptions without seeing the patient.

Drug companies 'minimise danger, overstate benefits'

Complaints that international pharmaceutical companies minimise the dangers and overstate the benefits of potent drugs were put to the US Senate's monopoly subcommittee last week.

According to a report in *The Guardian*, Dr Milton Silverman, University of California, has claimed that people were being killed and maimed because companies suppressed information that is given to US chemists. Professor Philip Lee, director of the University's health policy unit, said cases of typhoid fever had been found in England caused by over-prescription of antibiotics. He suggested that all major US drug companies should adopt standards worldwide which were consistent with those required in the US.

Specific examples quoted are that a variety of oral contraceptives prescribed only for that purpose in the US are also recommended in Latin America for premenstrual tension and menopausal symptoms. Chloramphenicol is promoted in the US only for typhoid fever and a few other serious infections—while the Parke-Davis product in America carries a long list of warnings about adverse reactions, the list is limited in Mexico and Central America.

Labour keeps the industry in its programme

Another Labour Party document has called for the nationalisation of part of the pharmaceutical industry.

The Party's National Executive Committee last week approved a 70,000 word document charting the guidelines of party thinking over the next decade. Speaking of the National Enterprise Board, the report states its role is to provide jobs and new investment, especially in the regions; to give a major boost to exports and import substitution; and help the Government deal with multinational corporations on a more equal basis. "To carry out those tasks, however, and to underpin planning agreements, the NEB and other public sector holding companies will need to control a successful leading company operating in each of the key sectors in industry and commerce."

The NEB must be given the same operating freedom as other companies, the report continues. It must be able to make competitive bids on the market for companies even without the support of the directors of those companies. Further, if the company concerned is seen as vital to the development of the NEB, the Government must be able, through a Statutory Instrument, to purchase it.

The document later states: "We believe it is essential to create a major public holding within the pharmaceutical industry. This will involve an initial stake of at least one major UK-owned company which the Government (or the NEB) should acquire as a matter of urgency, and use as a base for the expansion of the public sector." Initially the NEB could be responsible for its operation, but "as a matter of priority" a separate holding company should be created to expand its influence and activities in "this sensitive area".

On taxation, the report recommends that there should be continuous measures on tax avoidance and tax evasion, particularly in the areas of the self-employed and "moon lighting" part-time work. It is the party's intention to keep the basic rate of VAT as low as possible and to continue to tax luxuries at a higher rate.

Lincolnshire conference

The Lincolnshire Pharmaceutical Conference will be on September 26 with Mr G. T. M. David, chairman, Pharmaceutical Services Negotiating Committee, the main speaker. The Lincolnshire Area Chemist Contractors Committee unanimously decided on May 25 to adopt the title of Lincolnshire Pharmaceutical Committee.

Miss Helen Bailey, from Richardsons Chemists in Solihull, winner of the Polaroid sunglass merchandiser competition, receiving her prize from David Firmin, Polaroid sunglass sales manager. Miss Bailey erected the Polaroid 100-unit prepacked and prepriced display stand in the record time of three minutes four seconds thus winning a Polaroid SX-70 model 2 camera with ever-ready leather case, film and flashbars (C&D, January 17, p73)



Sunglass market grows to £32m

During 1975 31 per cent of all adults purchased a pair of sunglasses—just over 13m pairs—reports Mintel, the marketing intelligence publication. And with the average price between £2 and £3 per pair, the value of sales at retail prices would have been in the region of £32m. These good figures are attributed both to the long hot summer and the trend for sunglasses to become fashion items and therefore needing replacement each year.

Polarised lensed models are thought to account for 60-80 per cent of sales, with metal frames the most popular and plastic frames decreasing in importance.

The leading manufacturer in the UK is said to be Polaroid, with over 50 per cent of the polarised sector and approximately 30 per cent of total sunglass sales. Their nearest rival is a new entrant into the market, Foster Grant, who claim to be number two in the UK market with a 6.5 per cent share of total sales and 13 per cent of the polarised sector. No other company has more than 6 per cent of the market, says Mintel.

A BMRB/Mintel survey of last purchasing occasion shows 51 per cent of those interviewed had purchased sunglasses within the past two years. More women had made purchases than men and more younger people had purchased recently—particularly in the under 24 age group. A

greater proportion of the C1 and C2 classes had also purchased within the last two years. Almost half of all old aged pensioners owning sunglasses, who mainly constitute the E class, had purchased their sunglasses more than four years ago. The AB class had a greater preponderance of people purchasing more than four years ago, but this may be due to the AB's purchasing expensive sunglasses and therefore not being prepared to purchase new glasses as frequently as other sectors of the population, Mintel suggests.

The prediction for the near future is that the market could become considerably more competitive with more companies challenging Polaroid's position after the success of Foster Grant. But the popularity of the polarised lens could itself be challenged if lenses like the photochromic lens become more popular.

□ A "grave risk" associated with driving in photochromic sunglasses was claimed by R. A. Weale, Institute of Ophthalmology, in a letter to the *British Medical Journal* recently. The letter points out that while half the darkening in response to light is achieved in one minute, reversing the process to maximum transmission may take half an hour or more. This could present a daytime hazard when driving through tunnels or underpasses, it is suggested.

Pharmacy closures concern in public health report

Concern about the pharmacy closure rate is expressed in a Department of Health report published last week.

"On the state of the public health 1974" (HM Stationery Office, £1.70) notes that the number of pharmacies in England during the year fell by 206. "The decline . . . is of concern to both the profession and the Department. The public has easy access to general practice pharmacies and retail business hours are convenient for most people. This has led to pharmacists being increasingly asked for advice about the treatment of minor illnesses with non-prescription medicines." General practice pharmacists dispensed 273 million prescriptions in England in 1974 at a total cost of £271m. The "chief pharmacist's

review" also points out that the hospital pharmacist's role in assisting physicians with the choice of medication is increasing.

The report goes on to say that the main causes of death during the year were diseases of the circulation, cancer and chronic respiratory diseases. Lung cancer was responsible for most cancer in men (40 per cent) and breast cancer was the most common site in women (20 per cent). There was a striking increase in deaths from meningococcal meningitis. Nearly 200 children under 5 died but the epidemic had since receded. Men consulted their family doctors on average 3.1 times a year and women 4.3 times. Bronchitis, accounting for a tenth of all days off sick, was the largest single cause of work loss.

NPU and UCA hold joint working dinner

Numark, the EEC and veterinary matters were among the topics discussed last week when the National Pharmaceutical Union entertained the Ulster Chemists Association's Executive Committee and branch chairmen and secretaries to a working dinner at the Country Club, Craigavon.

Mr W. A. G. Kneale, NPU Local Organisations Officer, was present to deal with questions and some 26 people attended. Mr T. I. O'Rourke, Northern Ireland NPU representative, introduced Mr R. G. Dillon, UCA president, who welcomed all present. Mr Kneale expressed his pleasure at being in Northern Ireland again and on meeting his old friends. He brought greetings from Mallinson House where there was continued appreciation of the good work being done in the province despite extreme difficulties. It was reported that the Island Pharmacy Ltd, 9 Sugar Island, Newry, had been totally wrecked the previous day; that was the kind of thing which pharmacists had to live with in Northern Ireland at the present time.

Mr Kneale reported that Numark had removed to Wiltshire and Mr Trotman had informed him that Numark membership was going up. On EEC matters he said that things were moving towards a point where there would be a basic diploma which would enable pharmacists to move freely among the nine country members of the community.

Census forms

Mr T. Lee of Portadown asked if pharmacists were obliged to complete various census forms which were sent to them; he was thinking particularly of a form concerned with retail distribution. It was pointed out to Mr Lee that there was a statutory obligation to complete and

return such forms if they were issued by a government department or statutory authority. In that particular case the census form was issued by the Department of Commerce to enable them to prepare a census of retail distribution.

Mr G. M. Armstrong, Carrickfergus, congratulated the NPU on the VAT records provided. The Northern Ireland VAT people were impressed with the NPU system, he added. The legislation concerning unfair dismissal provided a topic for a lengthy discussion. Mr Kneale and Mr O'Rourke explained at some length its implications which would apply in Northern Ireland in due course.

Mr N. Bell, Fintona, reported that a fellow pharmacist was being sued for the price of a calf due to a penicillin preparation carrying the wrong expiry date. It was pointed out that if the sale did not contravene the Therapeutic Substances Act, and other relevant regulations, the pharmacist should never accept any responsibility in the matter, but should pass the problem immediately to the Chemists' Defence Association.

Relationships with other

Mr T. G. Eakin, president, Pharmaceutical Society of Northern Ireland, said farmers tended to connive in matters such as this, and that led to a general discussion on the relationship between vets, farmers and pharmacists. One person felt pharmacists should not be too hard on the farmers since some UCA members in the west of the province combined farming with pharmacy. Mr S. Stewart, Armagh, said EEC membership had resulted in veterinary preparations coming into the province from different countries, particularly Holland, and the position was getting worse.

Mr E. Mackle, Newry, pointed out the unfair burden being borne by the distributive traders in the new valuation of premises for rating purposes. There was still time, up to September 1976, to appeal against the new valuation.

Mr Armstrong asked Mr Kneale about the future of the EEC; "Will it fold up?", he inquired. Mr Kneale replied that the EEC would continue, but it would face new problems such as the Communist ideology in Italy and the inclusion of poorer countries like Spain and Greece. The EEC was continuing and today's problems would be superseded by others.

Fines for pharmacist and psychiatrist follow drug offences

A West Midlands pharmacist was fined £50 at Birmingham Crown Court last week, and a psychiatrist a total of £850. Mr Patrick Lucas, 44, of Hollyfield Road South, Sutton Coldfield, had admitted two charges of unlawfully supplying drugs to the psychiatrist, Dr John Owens, 49, of Hollyfield Drive, Sutton Coldfield, who had pleaded guilty to six charges of being concerned in unlawfully supplying drugs, three of issuing prescriptions without specifying names and addresses, and two of failing to date prescriptions.

Dr Owens was said to have "cut corners" in his pioneering work as head of Birmingham's All Saints drug addiction unit. The prosecution claimed that he "put an almost blind trust" in his chief male nurse, who gave addicts extra supplies of heroin, cocaine and other drugs in return for gifts of whisky and cigarettes.

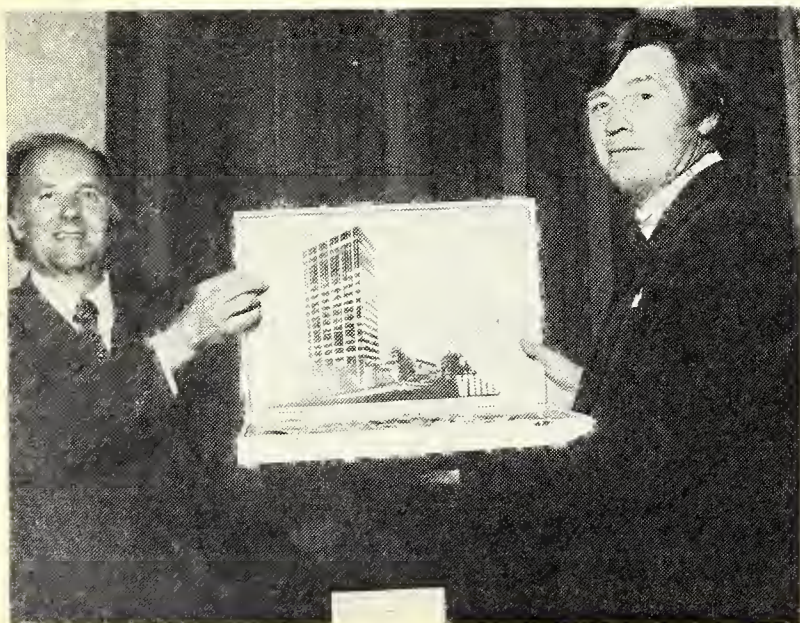
Prosecution counsel Mr Scott Baker said Dr Owens was appointed consultant psychiatrist at All Saints Hospital, Birmingham, in 1964 and established a drug addiction unit, building it up into the biggest in the country. The aim was to wean drug addicts by giving them drugs rather than letting them get supplies on the black market. Initially, the unit was successful but things began to go wrong in 1972.

Between then and 1974 Dr Owens became progressively more negligent, signing blank prescription forms and handing them over to the chief male nurse, Mr David Hill. The nurse kept a supply of the blanks, filling them in for addicts who gave him cigarettes and whisky. As a result addicts obtained "vast quantities" of extra drugs and the unit began to aggravate the problem it had been set up to solve. Mr Baker claimed that Dr Owens was grossly negligent, not only breaking the rules but failing to heed the warnings of a woman clerical officer that Mr Hill was altering forms and accepting gifts. Mr Hill had died, otherwise he would have been in the dock.

Obtained drugs for family

Mr Baker alleged that Dr Owens made out prescriptions in the name of a neighbour and obtained drugs from Mr Lucas for himself and his family. He could have got the drugs lawfully but wanted to avoid anyone learning that he was prescribing for himself. Mr Lucas knew the drugs were for Dr Owens but told the police: "This sort of thing goes on all the time. I only see it as a technicality."

Defence counsel, Mr Edwin Jowitt, QC, said Dr Owens, like many pioneers, had insufficient resources. It was necessary at times to prescribe extra drugs for addicts, and, in the absence of other doctors, he trusted the experienced male nurse to fill in blank forms. Mr Justice Gough said he was conscious of the great work that Dr Owens had done for the community. He would not send him to prison but had to punish him for breaking rules designed to protect the community.



Mr A. N. Morrison, MPSNI (left), manager of Vestric's Belfast branch, presents a canteen of cutlery to Mr J. Murphy, MPSNI, overall winner of a Vestric sponsored golf competition held at the Valley Course, Royal Portrush Golf Club recently. Over 50 members of the Ulster Chemists Golfing Association and their friends took part and the runner-up was Mr T. Malone

People

Mr Thomas B. Chadwick, MPS, a former publisher of *C&D*, is making a good recovery from his recent operation and is now at Bexhill Convalescent Home, 163 Cooden Sea Road, Little Common, Bexhill-on-Sea.

Mr F. A. J. Talman, FPS, principal lecturer in pharmaceuticals, Brighton Polytechnic, was re-elected to the council of the Society of Cosmetic Chemists of Great Britain at the annual meeting last week. Other officers are: Mr D. F. Williams, president; Mr K. V. Curry, vice-president; Mr A. H. Netherwood, secretary; Mr G. L. Banks, treasurer. Members of council: Mrs L. R. Bonser, Mrs H. Butler, Mr D. R. Munden, Dr P. J. Rothwell, Dr A. J. Tyler, Mrs M. V. Weston.

Deaths

Stephen: Recently in Australia, aged 79, Mr Edward Smith Stephen, MPS. Qualifying in 1921, Mr Stephen trained in Aberdeen and worked all his life there, latterly as owner of the Watt & Stephen pharmacy in Chatton Place, Aberdeen. He went to join his son in New South Wales last year on the death of his wife.

News in brief

□ A Joint Committee has been set up by the Chemical Industries Association and the trade unions to deal with health and safety matters affecting the industry, and will be known as the Joint Advisory Committee for Health and Safety in the Chemical Industry.

□ National Co-operative Chemists Ltd point out that the 14 extra branches mentioned by the chairman at the annual meeting recently (*C&D*, May 22, p750) were taken over since the period under review and made no contribution to the company's 22 per cent annual increase. In mentioning cash flow problems the chairman was referring to problems experienced by pharmacies in general, not to the Society's chemists.

□ The National Health Service (General Medical and Pharmaceutical Services) Amendment Regulations 1976, which make statutory provision for a pharmacist to dispense drugs, listed drugs or medicines for up to a five day course of treatment against an incomplete prescription from a doctor or dentist, was published last week (HM Stationery Office, SI No 690, 8p). The Regulations, which came into force on Tuesday, also allow for the normal minimum pack of such items as oral contraceptives to be supplied where the pack is not appropriate for a five day course (see last week, p786, for details of the new procedures).

Topical reflections

BY XRAYSER

Results

In the Branch Representatives' discussion concerning canvassing by candidates for election to the Council of the Pharmaceutical Society, following a special motion on the subject put forward by Mr K. W. Youngs, Mr R. Jackson (West Metropolitan) said that it was his feeling that the "degeneration" of conduct was due to the change in the method of voting. STV, he said, had led to a proliferation of candidates who did not think they would get on Council but wanted to see how far they would get. Publication of the results of the contest discloses that Mr Jackson did not, any more than I did, realise that all we were to learn was the names of the successful seven in alphabetical order, and a list, also alphabetical, of those who failed to reach an undisclosed target.

You comment on the fact that the poll was smaller, and on the increased number of papers which were declared invalid. We shall never know if the "spoiled" papers were due to a lack of understanding or to a desire to register a protest against a new and complicated system. Whether, in the words of Mr Weller, sen, it was worth going through so much to learn so little must be matter for conjecture. And over all must hang the question-mark put there by the hand of Mr C. C. Stevens, which might well be thought to have had so much effect as to invalidate the whole proceeding.

Analgesics

Mr J. P. Bannerman, president, told the annual meeting that the Society must resist the strong reaction from manufacturers who are likely to press for removal of the restraints on self-selection of medicines, and he voiced his suspicion that any proposals for control or limiting of sale could lay pharmacy open to the charge that our attitude was necessarily one of self-interest. The charge has not been long in coming, and it is clear that Mr Bannerman has not considered all aspects of the situation, nor has he his finger on the *Pulse*. The consultant medical editor of that publication, Dr Hertzell Creditor, writes that "the unnecessary difficulty created for a person easily to purchase an aspirin tablet when suddenly stricken by a headache while driving a car, will, however slightly, increase the rate of traffic accidents." Such a powerful argument, so strongly and clearly put, must surely give Mr Bannerman pause.

Plan for fuller use of pharmacists' knowledge

A 16-point plan suggesting how fuller use could be made of the pharmacist's knowledge in patient care is set out in the first edition of a new journal.

The new publication—*Journal of Clinical Pharmacy*, edited by T. D. Clarke and published by Blackwell Scientific Publications—includes an article by A. J. Brands, Public Health Service, US Department of Health, Education and Welfare, on "ambulatory clinical patient care by pharmacists". Mr Brands suggests that in order for a pharmacist to function effectively in aiding drug selection, patient use of drugs, and evaluating the results of long term therapy—and thereby reducing the amount of time the patient must spend with the busy doctor—"it will be necessary for him to practise in a clinical environment in his pharmacy instead of in a merchandising environment." In addition, a private clinical office would be necessary for "the

patient-pharmacist relationship", and the pharmacist's basic training should include patient interviews, history taking, and basic physical diagnosis, together with clinical experience in those spheres. His suggestions also include the following:

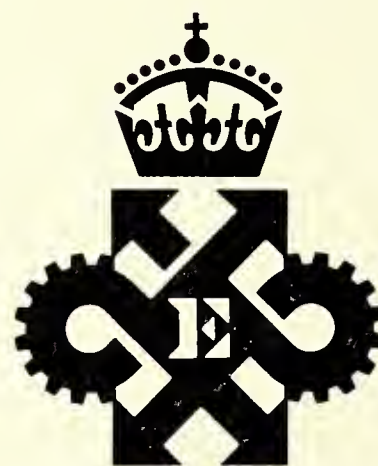
□ The pharmacist should maintain clinical records in the medication prescribed for patients and be responsible for the prevention of adverse reactions, allergies and drug interactions. It is also recommended that the pharmacist be advised of the diagnosis of the patient for which the medication is being used and he should be held jointly responsible with the physician for rational drug therapy, and if the drug is not indicated for the diagnosis that the pharmacist consult with the physician.

□ The pharmacist should be reimbursed on the basis of his professional patient services regardless of whether or not a medication is provided.

A fourth Queen's Award for Wellcome



THE QUEEN'S AWARD
TO INDUSTRY 1970-1971



THE QUEEN'S AWARD FOR
EXPORT ACHIEVEMENT 1976

Exports, more than doubled in the last three years, won for Wellcome this year's Award.

Two earlier Awards for export achievement were gained in 1970 and 1971. In the latter year we also received the Queen's Award for technological innovation, related to the development of Septrin.*



Wellcome

The Wellcome Foundation Ltd.

*Trade Mark

New products

OTC medicinals

Decongestant tablets

Mackenzie decongestant tablets with anti-histamine have been formulated for sufferers from nasal, sinus and bronchial congestion (24 tablets strip packed in aluminium foil, £0.39). Each tablet contains methylephedrine hydrochloride 15mg, menthol 1mg, salicylamide 350mg, guaiphenesin 50mg, chlorpheniramine maleate 2mg. Twelve units are available in a display outer. Advertising is appearing in *Woman*, *Woman's Own*, *Woman's Weekly*, *Woman and Home*, *The Lady*, and *Home and Country* (Arthur H. Cox & Co Ltd, 93 Lewes Road, Brighton).

Babycare

More from Tommee Tippee

The Tommee Tippee range now includes nappy liners (100, £0.69), made from unfolded non-woven fibre and packed in a polythene wallet. Also new are five keys, five rings and five discs in plastic attached to a large "safety" hoop. Each comes packed in a blister card (£0.39), available in packs of 12, four of each style (Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

Cosmetics and toiletries

Shadow by fingertip

Maybelline's fingertip shadow (£0.30) is made to a "soft yet clinging" powder formula which can be applied with a fingertip. Plough (UK) Ltd claim there is no wastage because the powder will never become hard or shiny with natural skin grease. From late summer it will be available in the following shades: plum crazy, evergreen, sky blue, soft aqua, rich earth, dusty lime, smoke and white (Plough (UK) Ltd, Penarth Street, London SE15 1TR).

Gloss and kohline from Miners

Miners are introducing wet look colours for lips and eyes. Lip shades (tubes, £0.33) are bubble gum, sugar kandy, flash ginger, lollipops, gloss-a-lot and hot chocolate and some are pearlised. They are described as "the first ever two dimensional lip cover". Eye colours (£0.22) are golden glosser, bopper blue, faded denim, peppermint green, icy water and brown sugar.

Kohline pencils (£0.35) are being added to the range in soft blue, soft grey and soft brown (Myram Picker Ltd, Hook Rise, Kingston By-Pass, Surbiton, Surrey).

Rimmel's many additions

Parfums de toilette being launched by Rimmel are—"sexy" Cancan, "young" Rosie, and "sophisticated" Ego (£0.98). New cosmetic introductions include Kajal, used in the East to emphasise eyes, and offered as an eye pencil (£0.35) in tiger's eye, jet black, jade green, and lapis lazuli.



Liquid eyeliner is now being presented with a brush (£0.36).

Refills are being introduced for eyelash flatterer fluid mascara (£0.35) and brush-on lash thickener mascara (£0.28). Also for eyes, there are new colours—eye shadow quartet (£0.49), gold-on-hyacinth with blue and gold-on-lime with mint, shimmer shadow (£0.39) in blue heaven or snowdrift, and eye-shadow duet (£0.49) with an iced blue and blue combination.

For lips there are glossy lip tints (£0.42) in coral or crimson, in swivel cases. Velvet rose and orchid shimmer shades are being added to twist-up (£0.35) and push-up (£0.22) lipsticks, and moisturised lipstick (£0.42) is now available in raisin sorbet.

Creamy nail laquer (£0.23) is also available in velvet rose, and in kinky khaki, mulberry wine and sweet clover. Raisin sorbet is available in frosted nail lacquer (£0.46) and orchid shimmer in pearlised (£0.28). A "constant campaign" has been planned until December, with advertising in magazines "read by over 90 per cent of the girls and women in Britain". Lip, nail, eye, face and perfume ranges are featuring in colour over full or double pages (Rimmel International Ltd, 17 Cavendish Square, London W1).

Sundries

Living-room tissues

Elegance tissue packs, similar to Kleenex Boutique, are being launched in yellow, green and blue, to "identify with the subtle shades found in living and dining rooms". Cube-shaped packs reflect the tissue colour on two sides with "pressed flower" designs on black. They are larger than Boutique cubes, with an average 125 sheet contents comparable with regular packs, but they have "low-key" branding, with Kleenex Elegance printed only on the tear-off strip and on the base. Elegance packs will be supplied eight of each colour to a case, with point-of-sale show cards and shelf barkers. An advertising and support programme has been planned, to include full-colour double half-page spreads in leading women's magazines.

A £100,000 campaign featuring colour packs of Boutique tissues, with the heading "Boutique does beautiful things for you" is running in *Woman*, *Woman's Redfm*, *Living*, *Cosmopolitan*, *Nineteen*, *Over 21*, *Vogue*, *Brides* and *Wedding Day* (Kimberly-Clark Ltd, Larkfield, Maidstone, Kent).



Prescription specialities

NARCAN neonatal injection

Manufacturer Winthrop Laboratories, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey KT6 4PH

Description 2ml ampoules containing naloxone hydrochloride 0.02mg per ml

Indications Central and respiratory depression in newborn, caused by pethidine, other narcotic analgesics or pentazocine given to the mother during labour

Contraindications etc As for Narcan injection

Dosage Intravenous, intramuscular or subcutaneous injection. Usual dose for narcotic-induced depression is 0.01mg per kg bodyweight, may be repeated at two to three minute intervals

Storage Protect from excessive light

Packs 10 ampoules (£11.33 trade)

Supply restrictions Interim prescription only order Issued June 7, 1976

DITHROLAN ointment

Manufacturer Dermal Laboratories Ltd, Tatmore Place, Gosmore, Hitchin, Herts

Description Pale yellow ointment containing dithranol 0.5 per cent, salicylic acid 0.5 per cent

Indications Subacute or chronic psoriasis
Contraindications Must not be used for acute cases of psoriasis or if moistness, cracking or soreness occurs during treatment. Should not be used for at least a month after the last application of potent steroid preparations and then with caution for up to 6 months

Method of use Apply carefully to lesions after a bath before bedtime. Thin lesions should be treated sparingly only once or twice a week. Continue treatment until the skin is clear

Precautions Avoid contact with the eyes

Storage In a cool dark place

Packs 90 gm amber glass jar (£1.75 trade)

Issued June 1976

Trade News

'Postcard' service from Tudor

An exclusive new service—Post-a-Photo—is being introduced this summer by Tudor Processing Ltd, 30 Oxgate Lane, London NW2.

From this month, all enprints made from 35 mm and 110 films developed at the company's laboratories will be returned with a postcard-style layout printed on the backs, including places for stamp and address and a personal message. The service comes at no extra cost to dealers or customers. For square format enprints from 126-film, a similar idea—Data-photo—is planned; the photographs' backs will be printed with spaces for date, subject and place.

Post-a-Photo is an American idea which is said to have caught on fast in the USA and Canada in the past two years. Tudor have negotiated sole rights to the system for England and Wales and four special printing presses are being installed at Tudor's laboratories to deal with the system and Data-photo.

Brut offer travel bags

Until June 25 a dark green zippered travel bag is being offered to purchasers of a Brut Split (splash or spray, 97cc) plus deodorant or antiperspirant sprays. An accompanying leaflet and adhesive stickers on each product must be sent to Faberge Inc, Ridgeway, Iver, Bucks, for the free gift. Brut has been selected for presentation to the British Olympic team when they go to Montreal.

Myelobromol sales

Berk Pharmaceuticals Ltd have announced that Myelobromol sales are now the responsibility of Sinclair Pharmaceuticals Ltd, Borough Road, Godalming, Surrey GU7 2AB.

Melon and lime shampoos added

Honeydew melon for fine, flyaway hair and wild green lime for problem hair are being added to the Alberto VO5 range

of natural balance shampoos in three sizes (90cc, £0.25; 155cc, £0.64; 290cc, £0.37).

A sample of 1,000 girls from the "heaviest user" 16-24 year old target group favoured lime (26 per cent) and melon (23 per cent) from flavours strawberry, apricot, tangerine and raspberry. Alberto Culver Co, 44 Newington Causeway, London SE1 6DX, say research also showed problem hair the most common type after normal, greasy and dry (34 per cent) followed by fine, fly-away hair (30 per cent). Melon and lime varieties are being advertised on television nationally and on Radio Luxembourg following similar successful promotional strategy for apple shampoos, introduced last February.

New white horse oils label

Following fire which destroyed the manufacturing plant of their main emulsifying agent suppliers, Goddard's white horse oils have been reformulated and are again freely available. While looking for a new emulsifier LR/Sanitas, Stockwell Green, London SW9 9JJ, redesigned their label around the white horse, but retained Goddard's original bottle shape. They say their new design reflects improved product quality, while having greater impact.

Cooper's new formula fly killer

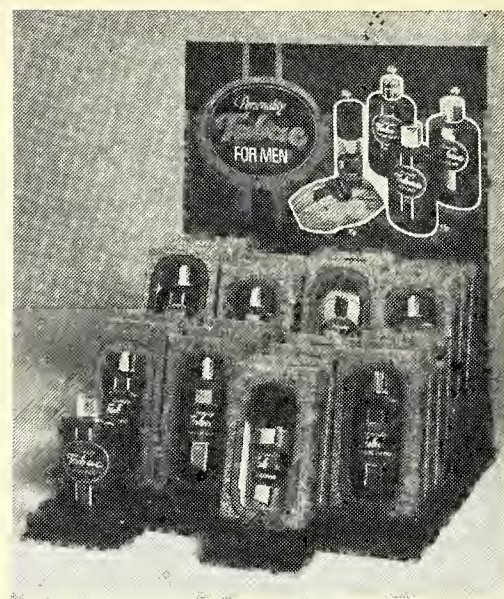
A knock-down rate of 97 per cent after 10 minutes and a 99.7 per cent kill after 24 hours are claimed for the improved formula Coopers fly killer, by Wellcome Foundation Ltd, Temple Hill, Dartford, Kent. Using natural pyrethrins and piperonyl butoxide, it sells in an 8oz aerosol with butan/water propellant (£0.32½), and display material in the shape of a giant fly killer accompanies the trade sell in.

NPU exclusives

Two "exclusive to independent chemists" offers are currently being made available to National Pharmaceutical Union members. Max Factor Blasé is available in a special 8g spray presentation for sale at £0.75 ("under half price") and Morny perfumed talc in a "50 per cent more free" pack.

French shampoo for Olympic athletes

Thousands of sachets of shampoo are being prepared by French & Scott Ltd, 717 North Circular Road, London NW2 7AL, for Britain's Olympic team at the invitation of the British Olympic Association. Printed with the Association's motif, they contain olive oil cream shampoo for women and rum shampoo for men.



Personality Tabac available all year

Personality Tabac, packed in maroon and grey cartons and previously a Christmas line, will now be available all year round. Richards & Appleby Ltd, Gerrards Place, East Gillibrands, Skelmersdale, Lancs WN8 8AR, say the fragrance has proved "very acceptable to both men and women". Display units and three 60cc after shave testers are being given with stock parcels (£10.35) as follows: 12 after shave (£0.55 each), 3 Cologne (£0.65), 9 talc (£0.45), 3 soap (£0.45), and 6 deodorant (£0.50). Travel wallets (£0.99) offering Tabac talc and after shave, with gold and black adhesive labels worded "Happy Father's Day", are available for a limited period.

Hudnut offers in June

The peak selling season for Bidex spray mist is being supported with a "free tights" mail-in offer to consumers. Promotional packs, with discounts until July 9, offer a proof of purchase label redeemable for one or two pairs of tights depending on aerosol size purchased (51g, £0.49; 140g, £0.85).

Also until July 9, economy sizes (82cc, £0.39) of Poly blow & shape and Poly-set are being offered to consumers with a banded "free styling comb", on packs with promotional discounts, by Richard Hudnut Ltd, Eastleigh, Hants SO5 3ZQ.

Holiday vouchers for window display

A voucher for £60 off next holiday will be given to all stockists presenting a "Coty window" and Coty Ltd, Great West Road, Brentford, Middlesex, are also offering four £400 regional prizes—14 nights for two in first class or four star hotels, at times to suit the winners, and hotels chosen from the following: Imperial Playa, Las Palmas, Hotel Napoleon, Rome, Acropole Hotel, Athens, Rif Hotel, Tangier. The competition will close on July 31.

Right Guard offer from tissue packs

Man-size Scotties are offering on-pack 15p off coupons for Gillette Right Guard double protection. The promotion aims to continue a sales build-up created by a recent "3p off Andrex" coupon on Scotties. Bowater Scott Corporation Ltd, Bowater House, 68 Knightsbridge, London SW1X 7LR, believe a high value offer, linked to a new product which sells heavily in summer, will boost their sales.

Trade News continued on p805

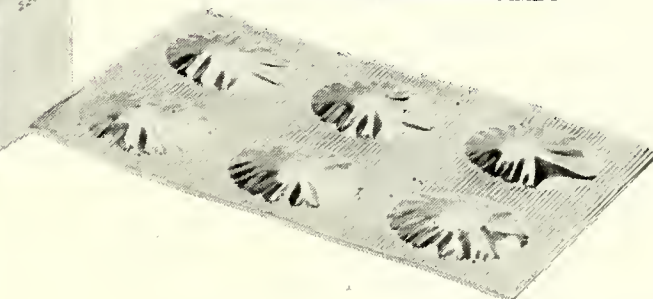
PVC packaging with easy dispensing caps, said to overcome the problem of spilling and wastage, for the Nivea sun range. Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts, say the pack has not changed for years and they now convey a "family and utilitarian" image





**Mackenzie Smelling Salts
now have a running mate —**

**our NEW
DECONGESTANT
TABLETS**
with Antihistamine



And a strong duo they make too — with the one bringing instant ease and our new Decongestant Tablets bringing prolonged relief to all those suffering from the pain and discomfort of nasal, sinus and bronchial congestion.

BETTER STILL — MACKENZIE DECONGESTANT TABLETS WILL CREATE ITS OWN CUSTOMERS WHEN OUR LAUNCH ADVERTISING CAMPAIGN GETS UNDER WAY IN THE BIG SELLING WOMEN'S MAGAZINES.

A new product with a big, ready and waiting market and minimum mark up of

56%

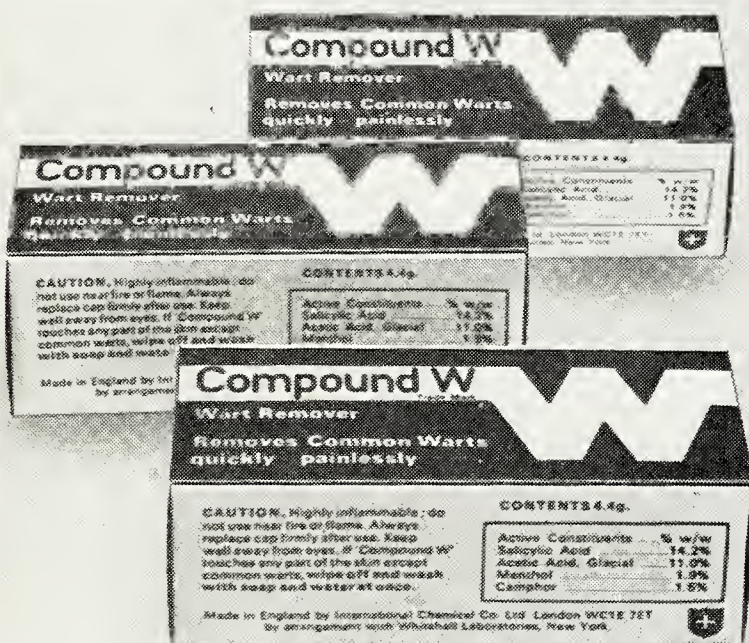


R.S.P. 39p inc VAT.
Trade price £2.76p
plus VAT per dozen

ADVERTISING CAMPAIGN
IN MAJOR WOMEN'S
MAGAZINES

SPECIAL LAUNCH
BONUSES

When they consult you recommend these with confidence



Stubborn Warts

'COMPOUND W'* is the simple dual-action way to remove common warts, with salicylic acid to soften, acetic acid to speed disintegration.



Oil, tar and stubborn stains

Liquid 'TARGON'* dissolves them away simply and effectively.



Muscular aches and pains

'FIBROSINE'* brings fast, long-lasting relief by its combination of histamine dihydrochloride, methyl nicotinate, glycol salicylate and capsaicin.

Athlete's foot

'SEK'* gently destroys fungal infections, by its ointment formulation based on the skin's own natural perspiration.



'Fibrosine', 'Targon' and 'Sek' are part of an outstanding 25-product range in the health and beauty field. A field ICC have specialised in for over 50 years.

The range comprises aids to beauty, and remedies for common problems as diverse as headache and painful corns, loose dentures and oil stains.

They are the everyday needs your advice may be sought about. The everyday answer is a high-quality product from the makers of 'Anadin'*



*Trade Marks

International Chemical Company
Your formula for health and beauty



Trade News

Continued from p802

Distribution change for Wellcome

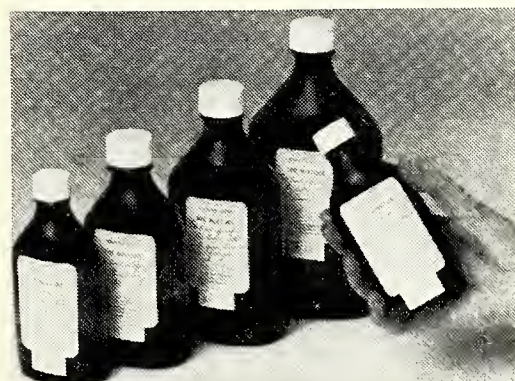
The following products, formerly available from Wellcome consumer sales division and Macdonald & Son are now obtainable from the Wellcome Foundation Ltd, Temple Hill, Dartford, Kent: Calpol, Certor, Cooper's, Drapolene, Emprazil, Histofax, Hypon, Macdonald, Marzine, Medicaire, Saxin, Silcot, Snodrops, Tineafax, Tranazine, Vascutonex, Vasylox. All Certor dressings with the exception of cotton wool have been discontinued. The 4oz carton of Macdonald cotton wool is replaced by 50g (£0.08½).

Naudicelle capsules on trial

Naudicelle capsules are currently undergoing clinical trial in multiple sclerosis at Newcastle General Hospital. The capsules contain oil of evening primrose which has a fatty acid profile of palmitic acid 5.7 per cent, oleic acid 11.3 per cent, stearic acid 1.5 per cent, linoleic acid 74 per cent and gamma-linolenic acid 8.7 per cent. It differs from sunflower oil in its gamma-linolenic acid content, which is more rapidly converted into arachidonic acid than is linoleic acid. The capsules are only available direct from Bio-oils Research Ltd, 30 Hornby Drive, Nantwich, Ches CW5 6JP (8 weeks supply—336 capsules, £12.96; 672, £25.92; 1,008, £36.72; 2,016, £69.12).

Three Chesebrough Pond's promotions

With a collar of Vaseline balanced care shampoo (140g) or hairspray (200g), a "million dollar hits" LP of 12 tracks by original artists is being offered for £1.25 plus postage. The record has been put together for Chesebrough Pond's, and *Shopping* magazine features their promotion in colour on a full back page. The



The range of dispensing medical bottles in amber glass currently being offered from stock by Redfearn National Glass Ltd, Fishergate, York. Early this year the Pharmaceutical Society advised pharmacists that all liquid medicines should be dispensed in amber bottles (*C&D*, January 24, p97); the changeover period of manufacture to such bottles is expected to be completed by the end of the year

magazine is being distributed to 10 million homes with 3p consumer coupons, and with every record redemption the buyer will receive 15p worth of coupons.

A set of four animal character coat hooks—the nose forming the hook—are offered for £0.89 against proof of Q Tips purchase. The promotion theme is "nosey parker" and the hooks have self adhesive pads, which can be attached to most surfaces. Chesebrough Pond's Ltd, Victoria Road, London NW10 6NA, say the cotton swabs market is exceptionally responsive to consumer promotions.

An on-pack "sunseekers" competition offering a Chandris Mediterranean cruise is featured on intensive care lotions—regular and herbal, 90g and 185g, and regular 285g. A similar competition for the lotion, promoted as a summer moisturiser last year, is said to have brought 15,000 entries and boosted sales by 40 per cent.

Simpla in women's magazines

A full colour, full-page advertising campaign in national women's magazines starts this month for Maws Simpla tablets. The campaign, which includes *Woman's Realm*, *Woman's Own*, *Family Circle* and *Living*, is expected by S. Maw Son & Sons Ltd, Aldersgate House, New Barnet, Herts, to reach nearly 80 per cent of the target audience of mothers.

Us sponsorship at Pontins

Until October weekly disco dancing competitions at 17 Pontin holiday villages will be focusing attention on Us. Samples will be given as prizes and there will be publicity from display of point of sale material, the village newspaper, *Pontintime*, and regular tannoy announcements. Johnson Wax Ltd, personal care division, Frimley Green, Camberley, Surrey, say a similar promotion last year increased brand awareness at Pontins and by holiday makers returning to their home towns.

Dietade merchandiser

An island stand is now offered by Appleford Ltd, Poyle Close, Colnbrook, Slough SL3 0AB, for display of the Dietade range of calorie controlled foods. It is about 16in deep, 24in wide and 64in high, with a blue and white header card. There is floor clearance below the four wire-racking shelves. The stand is supplied free with full stock (£61.61 trade) offering a retail value at rsp of £84.13. A "Slimmers' choice" booklet, containing calorie counted recipes, exercises, and a 10-day diet, is included.

Extension to Polaroid promotion

Polaroid (UK) Ltd, Ashley Road, St Albans, Herts, say that the response to their May national promotion was so overwhelming from both dealers and customers that they are planning to extend the promotion on a local level.

The national promotion offered "free instant film with your new Polaroid Colour Swinger". The company are suggesting that dealers now advertise the promotion locally, including a coupon, and display a special poster in their window. As usual, Polaroid would help offset advertising costs and supply the posters. When customers purchase a Colour Swinger they send the coupon together with proof of purchase to Polaroid, who supply the film.



Promotion amongst holidaymakers

Milupa have taken over the sponsorship of weekly baby shows at Butlins holiday camps throughout the summer. In addition to presenting the winning prizes, Milupa Ltd, LAB House, Horton Road, West Drayton, Middlesex, are giving all participants samples of their granulated infant foods. The following resorts are involved: Bognor, Minehead, Barry, Clacton, Ayr, Filey, Pwllheli and Skegness. A new showcard and window sticker are available.

Cairngrange distribution

Cairngrange Ltd, 10 Hans Crescent, Knightsbridge, London SW1, are distributing cosmetics and toiletries by Weleda and not Wella as previously stated (last week, p772) in a printer's error [corrected note].

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

4711 Cologne: Ln, We

Anadin: All except E

Bic razor: M, Lc, Y, Sc, NE, G

Day-long roll-on: All except Ln, So

Divi-dent: Ln

Elastoplast: All areas

Energen one-cal: All except E

Externa-germ cloths: So

Foster Grant sunglasses: All areas

Immac: All except Sc, A, We, G

J-cloths: Ln, So, A

Johnson's baby shampoo: All areas

Johnson's savings code: All areas

Kattomeat: All except E

Kodak Instamatic cameras: All except E

Listerine: Ln

Matey: All except U, E

Nivea: All except Ln, So

Philips home trim: Ln, M, WW, So, A

Philips ladyshave: Ln, M, WW, So, A

Polaroid: All except CI

Remington GT3 shaver: Ln, M, Lc

Roskens: Lc, Y, NE

Sunsilk hairsprays: All areas

Tegrin Herbal: All except E

Vapona: All except Ln, U, E

Vitapointe: M, Lc, Y, NE

Wizard: M, Lc, Sc

Yardley Laughter: All except E



Introducing Arrid Extra Profit.

This year we're launching Arrid in a big way. Here's how.

Into press for extra impact.

Throughout the summer Arrid will be the most heavily advertised deodorant in men's press, reaching 89% of young women 9 times.

How? By dominating double page spreads in these key magazines with four advertisements each featuring a different Arrid deodorant. Together they show the extent of individual benefits uniquely offered by the Arrid range.

Extra sales impact in-store.

Arrid has been repackaged for extra shelf-appeal and range impact. And our price will be extra competitive too—the 42cc roll-on is the same price as most competitors' 28cc.

Extra all-year-round support.

Throughout 1976, Arrid will be supported with extra in-store promotions and advertising activity. With Arrid there's something extra for everyone.

Order the Arrid range from your local wholesaler.

Waller Ltd, Folkestone, Kent. Tel: 0303 57661.



Chemist and Druggist special feature, June 5, 1976

Beauty Business

Into summer

Last year holiday-making was long, and bikinis and hats had more than their share of exposure. Now those summer accessories have a well-used look. Customers need more than suntan products to face the outdoor season and there are excellent prospects of profits. *Beauty Business* looks at the season's most saleable products.

Red skins are a sunbathing problem, but a certain amount of erythema (reddening of the skin) is necessary before tanning can take place. Efficient suntan preparations control erythema, by screening out the most dangerous rays.

Vichy say they have perfected a filtering agent, cyclic keratone, which is an ingredient of their suntan creme, milk and after-sun emulsion, each combining protective filter with moisturiser.

Offering "complete protection" Uvistat is available on prescription. The formula contains 4 per cent mexanone BPC and a moisturiser, and the range includes both sun cream and Uvistat L, a colourless lipstick. W. B. Pharmaceuticals say 80 per cent of prospective purchasers will see their trade competition, linking sunscreen to the Hollywood screen, before the end of August.

Nivea suntanners have been repackaged this year. New plastic bottles eliminate the need for cartons, and the colourful bottle label presents a "family image" (pictured p802).

Making the sun work

With limited opportunity for sunbathing in the UK there is a temptation to let the sun have its way. Chefaro's campaign theme is "Bergasol makes the English sun work like the Mediterranean" and they claim to have had a 10 per cent market share for the three summer months of 1975.

Court claim Cooltan is "the originator and longest established name in suntan preparations." The range includes Basque, a heavy continental-type suntan oil, and Coppatan, "a harmless make-up tint to avoid that lily-white look", available in cream or oil.

The factor system tells users by how many times they may extend their stay in the sun—if 15 minutes is possible

with unprotected skin, a factor 4 product will allow an hour, for example. This year Piz Buin's counter dispenser identifies factors for different skins. Eversun have strengths 2, 3, 5 and 7, and this year are increasing their range with aftersun balm (strength 5) and lip protection stick, which offers "a concentrated form" of protection.

Even the British sun can be dangerous, particularly for faces left "naked" where moisture loss leads to wrinkles. The aim must be to protect against dryness and harmful rays, while at the same time promoting a healthy appearance and attractive complexion.

Faces not forgotten

For faces, Juvena suggest sun protection cream (factor 5 protection) for the first few days in the sun, then bronze or natural sun cream or sun gel (both factor 3) for sensitive skin.

Some make-up ranges offer colour and protection in foundation creams designed for sun wear. Germaine Monteil have Baume Brunissant Bronze sun foundation, a light bronze covering liquid

that easily blends and can deepen and enhance a fading tan. Their bottle suggests using frequently "to acquire a smooth tan without freckles."

This spring Charles of the Ritz have added extra-protective cream, offering non-oily high protection for sensitive skins, and Hydro Protective Sport "half gel, half cream", a moisturised make-up which they claim makes the wearer look "better than just plain natural".

Cheating a bit

Almay's new bronzing gels are "for those that just want to cheat a bit"; they have also added sun tamer, an after-sun moisturiser for face and body.

Leichner Island Tan is available this year, after failing to reach the shops in 1975 due to packaging difficulties. A pearlised face and body make-up in three tanned shades, it is described as water-resistant, but not a dye. Island Tan's include sun filter, which "colours before the sun but gives gentle protection against direct rays." The year L'Oreal

Continued on p808



Into summer

Continued from p807

have added a skin protector for the face to their Ambre Solaire range. They suggest application under make-up all year round, to protect the face against the elements.

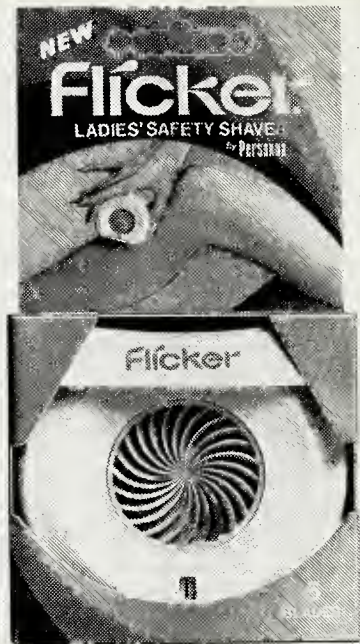
Bare legs and short sleeves focus attention on unwanted hair and create opportunities for summer sales. Market research shows 59 per cent of women over 16 in the UK remove under-arm hair and 49 per cent treat both legs and under-arms. Since 59 per cent of these women use wet razors, Jackel are introducing a product to replace soap and water. Applied as a roll-on, their Beauty Shave is slightly viscous and contains moisturisers which are said to help prevent razor burn and leave the skin smooth. It should make shaving quicker and less messy and Jackel claim 55cc (£0.49) will last approximately three months.

This year Bic have introduced their "throw-away" razor, with single blades set in white plastic, and packed in threes. Already on the market, but becoming

nationally available, are Flicker disposable shavers. This brand leads among lady shavers in the United States, and a centre disc can be revolved to turn through five blades before the plastic outer is thrown away. Sharp razor edges are protected by wire. Personna already claim a 61 per cent share of the market from winter sales in the UK.

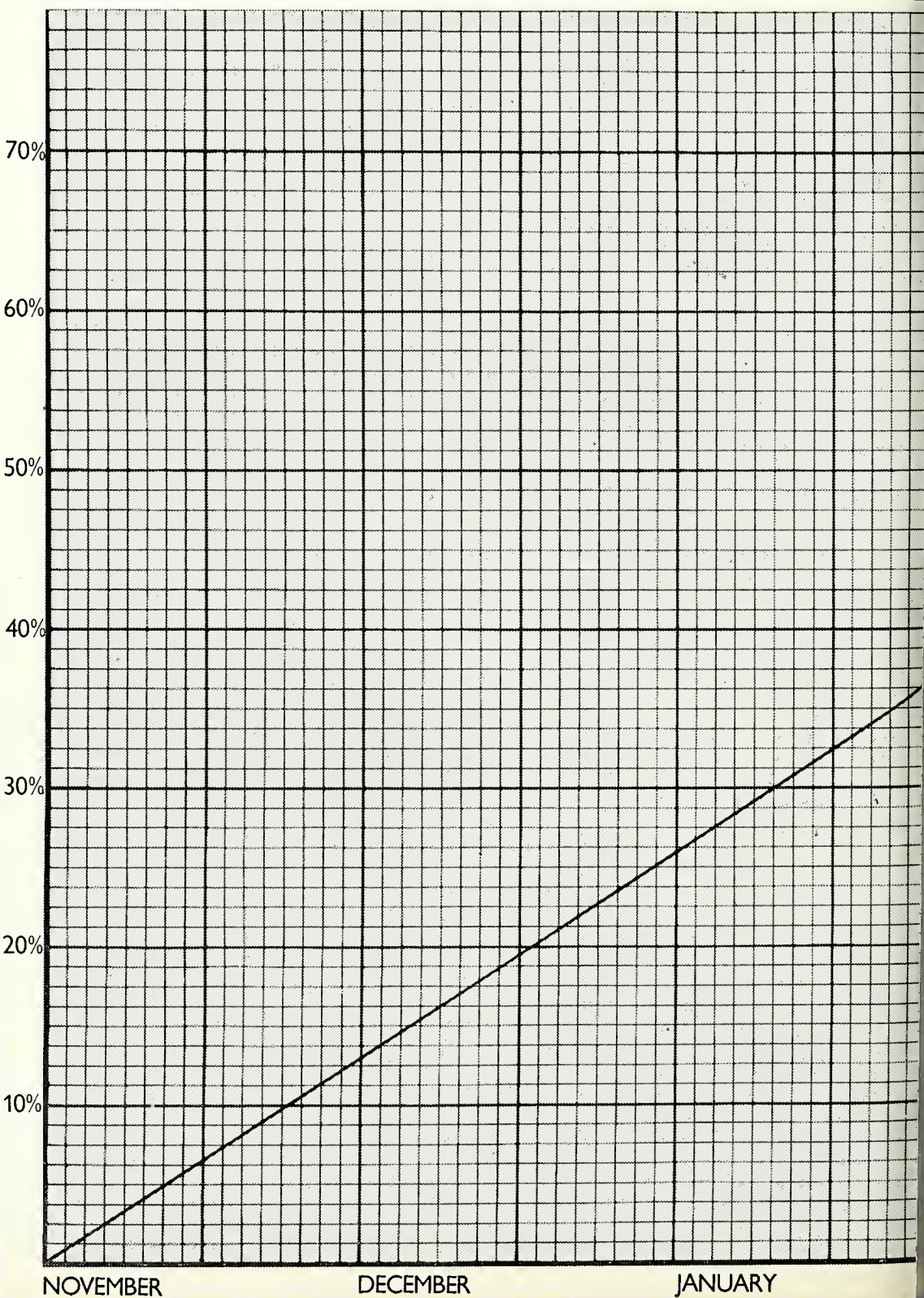
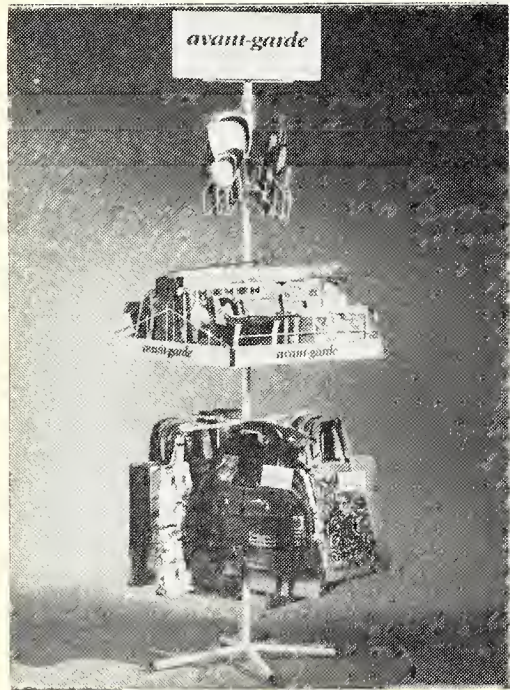
Depilatory creams are still favoured by 31 per cent of women users in this country and Reckitt claim Veeto cream, lotion and aerosol sales are growing. Currently women's magazines carry supporting advertisements.

On hot beaches additional fragrances can be refreshing as well as attractive accessories. Small quantities are less likely to deteriorate with exposure to light and heat and this summer's aerosol offers are just right for the beach—and just right for inclusion in seasonal displays. Our "display" (p807) includes hats and bags by Columbia Products.



A display merchandiser is now available for Avant-Garde toilet accessories, fashion bags and fancy goods—a range already popular in Germany and Holland.

Van Adelsberg & de Vries (GB) Ltd, 96 St Andrews Road, Walthamstow, London E17 6EG, claim to be one of the few companies supplying a total range of denim holders—a popular material at the moment. Following a successful UK launch last year using their Dutch label, Boutique Style, the British range is now being sold under the name Avant-Garde.



The sporting image

"Chemists and pharmaceutical firms are a good two laps behind every other commercial group in sports sponsorship" say the Central Council for Physical Recreation (CCPR). But why do manufacturers sponsor sport, and what notice should the retailer take of the accompanying promotions?

Many so-called "sponsors" should really be described as donors, and among the first to deny "grand-scale

involvement" in sport are Cuxon, Gerrard & Co. They support worthwhile causes, including Oxford and Cambridge expeditions and the Olympic Games, but take a philanthropic approach and do not expect returns.

Pharmaceutical necessities are not often sold on sporting associations, but luxury producers, like toiletry companies, do need "brand images" and sports sponsorship is a popular way of

advertising. From their annual market surveys, Gillette have found a four-year cycle of interest in Olympic sports, building up to a peak in the Olympic year itself.

This year Lil-lets are sponsoring schoolgirl gymnastics, among these Olympic sports, but they claim to be the first sponsors of gymnastics apart from the national Press. CCPR say the number of women participating in some form of sport and recreation has trebled since 1970, and Lilia-White that their scheme is "partly philanthropic, partly commercial."

Philips Electrical, with products for a wide range of consumers, say they sponsor athletics "mainly because it has a good mixed following". They organised the 100 x 1 club relay race, which 48 clubs entered this year—one team included a six-year-old and his grandfather! Philips produced printed material such as programmes and cards for athletes to record their own sponsors.

After £0.25 from each athlete entering had been sent to the British Olympic Association (BOA), clubs kept 25 per cent of funds raised and 75 per cent went to BOA. Publicity reached 4,800 athletes, achieving product awareness for the sponsoring company, and clubs were given the opportunity "to help themselves" through the sponsorship.

Philips say sponsorship works better "if you can shake hands with the sport", and have been involved in grass roots and major meetings for four or five years. A recent promotion gave "special" prices on Philips products purchased at United Drapery Stores, to customers producing a programme from a Philips athletics meeting.

Television coverage

After the original cost of setting up a "deal", levels of further exploitation vary according to individual agreement. CCPR say for a relatively small sum (£2,000-10,000) a firm can enter into sponsorship of a national event, and will receive Press coverage and some even exposure on television.

No Grand Prix racing will be televised this year as the BBC regard the level of advertising on cars as "unacceptable", but even this negative policy created publicity. The marketing manager for Durex says "We always regarded television as just the icing on the bun, and expected heavy editing". But Durex made the front cover of the *Financial Times* in March, after a clash with the BBC at Brands Hatch!

In January Durex did sponsor an important Squash tournament, with an

Vichy sales are on the up and up and up and up and up....

Only you can share Vichy's success. Because Vichy is available exclusively through Chemists.

So it makes sense to display and recommend Vichy and get the full benefit. Especially as Vichy have a big national press campaign currently running in most women's magazines.

After all, there aren't many heavily advertised ranges from which only you can profit.

For display material or other information call Alan Rundle, Tel. 01-492 0265. 1-11 Hay Hill, London W.1.

VICHY SKIN CARE

dermopharmaceutical preparations.

Available only in chemists.





You'll find Wella

Yes, *all* the right places. All the right women's magazines. And all the right High Street shops. You *still* won't find Wella in grocers' shops, of any size. Our advertising and promotion budgets are at an all-time high reflecting our confidence in the future. Ours, and yours.



From Wella, the hair colour you can use at home... with confidence



s in all the right places.

All our advertising stresses the very real value for money that Wella products represent. And that's the story that will sell today. Be ready.



If you
use one
of these

You need
one of
these.



we know about hair



The sporting image

Continued from p809

eye to television coverage. Because the Durex challenge match was heavily edited, and the sport does not permit wide spectatorship, they are not continuing to sponsor squash.

However Beecham Foods are promoting Dynamo, introduced nationally 18 months ago, with a "Champion of Champions" squash tournament. They say it is the fastest growing participant sport in the UK and, as a high endurance sport, the right medium for "getting through to players" the benefits of their energy drink.

Beecham also run a Dynamo sampling service for participants in gruelling sports and next year will continue sponsorship with a second tournament. They say participation in sport has brought editorial mention, but do not concentrate on squash in their advertising.

Creating brand loyalty

Sports sponsors promoting toiletries tend to be seeking brand-loyalty from men, publicising sports associations that "masculinise" products, to increase their sales.

Rochas currently maintain a "prestige image" with a rich man's sport. They are sponsoring John Webb and his Monsieur Rochas Lotus Elan S1, for a second year, and the Rochas classic car championship, run over nine rounds, for the first. Their theme is promoted by creating interest at the track and they maintain a separate advertising campaign. John recently won at Houbigant's Brands Hatch club meeting (from another perfume house that entered classic car sponsorship with

a race-driving managing director).

A "more restrained" sponsorship is the Rochas Perfumes hack championships. At six major horse-shows this season Rochas are maintaining "luxury brand associations" with competitors judged on turnout as well as performance. A 16ft banner associates impeccable performance with a certain perfume. Princess Anne is expected to attend the Three Counties Show at Malvern on June 15, where one Rochas championship is to be held, and the "snob appeal" of being among wealthy crowds is felt right for the brand. At the Royal International and Horse of the Year Shows Rochas championships will be before Wembley audiences.

Yardley decided to shed their "lavender and old lace" image in their bi-centenary year, 1970. Yardley for Men, was linked to excitement by their

Roger Clark driving the Cossack Escort in the Welsh rally last month. "Cossack used to mean vodka, now we know it means hairspray" is the advertiser's boast

BaByliss Curls...

Today, there's an increasing demand for home hairdressing appliances – and this new, cordless waving iron from Babylliss is high on the current list of style-setters. It's one of a range of elegant, high-quality products created by this famous French company, all of which are available from Standrings, the sole UK distributors. Become a Babylliss stockist today, and gain a head start on your competitors.



BaByliss

For details and trade terms contact:—
Standring Son & Co (Hull) Ltd, 101 Spring Bank, HULL.
Tel: 0482 27311

motor-racing sponsorship, and Black Label was launched on this image after a year.

The company describe their campaign as "like dropping a pebble into a pond", with awareness among racing enthusiasts and motor Press coverage making the splash. The Formula 1 correspondent of *Motor Sport* said their "massive" involvement has left him "enough Black Label to last to eternity". Yardley men's toiletries sales rose by 40 per cent during their second racing year. They doubled their promotion budgets and ripples spread from on-track activities to national advertising of team successes, then point-of-sale material and packaging to reflect the racing image.

After five years Yardley took to water and are now sponsoring Nick Cripps and his Yardley powerboat for the second year. Nick's racing titles last year



included "Powerboat Personality" and "Handsome Powerboat Driver". He had 15 minutes television coverage when he won the Johnson Grandstand trophy, his first race, and "Grandstand" coverage at the International Embassy Grand Prix in Bristol Docks, where the Yardley boat can again be seen on June 5-6.

Gillette, 15-year old sponsors of cricket, have not sought a change of scene. Their market research shows around 25 per cent awareness of their involvement in sport and, in particular, awareness of their association with cricket has been constant over the past four years. They say it is the second most popular sport in Britain and build on their Gillette Cup (costing £60,000 this year, as it did in 1975) to emphasise that the title is "not just a generic cricket expression". Promotions include sponsorship of the Playfair Cricket Annual with readership around 60-70,000, which gives Gillette exclusive advertising and keeps the price of the book down.

Gillette estimate only 27.7 per cent of all men are interested in motor-racing, against 45.2 in cricket, and Wella have pulled out of motor racing sponsorship after three years. They admit the economic situation was responsible for their concentration on direct selling promotions, but they also felt "it was time for a change". Last year they spent £50,000 in Formula Ford championships, to overcome any exclusively-feminine image Wella may have had in hair care. Wella for men was thus established, but their publicity reached women attending races, too. Among their important gains were 70 minutes television coverage of the Wella European Formula 2 championships.

Masculine image

Reckitt & Colman sell hair care to men, with car-rallying. Cossack needed to be given a masculine image because it comes in an aerosol. Gillette say 16.1 per cent of all men are interested in car-rallying, and Reckitt felt the average man with his own car could identify with Roger Clark: "The chances are he feels he can rally, too". Chosen top rally driver in 1974, Roger has fulfilled expectations by becoming RAC champion of the year, driving the Cossack Ford Escort.

Television and Press advertising with Roger carries the "action man" image through. He wears Cossack overalls and helmet when he is not showing-off "a good head of hair". An estimated 8 million saw a "World of Sport" 30-minute television feature, and motor magazines are constantly referring to the Cossack Escort.

An on-pack competition gave 12 winners the chance to drive with Roger on the Camberley course, and he advertises to both retailer and consumer. "When you have the right man your sponsorship blossoms into a flower", say his promoters.

So sports sponsorship does not generate sales directly but when a company is involved in linked advertising and point-of-sale material retailers feel the "spin-off" from these long-term image promotions.

Selling skin care ~ professionally

Skin care comes into the same category as general health care, believes Monsieur Philippe Vadon, managing director, Vichy (UK) Ltd. And for this reason the accent of the Vichy range is on pharmacy—the products are "dermopharmaceutical preparations" rather than cosmetics, concentrating on skin condition rather than decoration; they are sold exclusively through pharmacies and a pharmacist has the ultimate responsibility for their manufacture in the factory at Vichy, some 250 miles from Paris.

"The pharmacist is the best person to advise on products for the skin," explains Monsieur Vadon, "and it seems pointless to distribute our range through all types of outlet when the manufacturing standards applied are almost as strict as those used in the manufacture of medicines."

The strict standards involve quality control and sterilisation of all the materials at every stage of manufacture, right down to the air passing through the filling room. All the raw materials are analysed chemically and the physical properties checked before use, further physico-chemical and sterility tests are done on the finished products and the *laboratoire métrologique* examines the packaging materials to ensure they conform to specified standards. Further tests on sterility, pH, content, etc, are done every month on samples kept for three years.

The skin care products have been made and sold in France for 35 years. Originally based in Vichy, the company concerned was bought 12 years ago and restyled as the Société d'Hygiène Dermatologique de Vichy (SHDV), the international headquarters being in Paris. For a short time manufacturing was divided between Paris and Vichy.

Vichy town is set in the heart of the Bourbonnais province among hills, rivers and parks, where "le charme des paysages ravit l'esprit", according to the

brochures. Thousands of tourists seek cures from the natural waters and the town has a general preoccupation with health and relaxation. The Vichy group's new factory and offices were built here six years ago under the name Laboratoires d'Application Dermatologique de Vichy (LADV). The holding company, SHDV, also controls subsidiaries in Germany, Belgium, Spain, Italy and Switzerland as well as in the UK.

The products are sold in 80 countries and, while there are one or two local manufacturing sites, almost every preparation originates from the factory in Vichy. The UK subsidiary is solely concerned with marketing.

Dominant in Europe

The range is by far the most dominant brand within the European pharmacy-only skin care market and is thought to be the largest-selling skin care brand in unit terms in Western Europe, being widely distributed everywhere except Yugoslavia and Sweden. Three thousand UK pharmacies sell the products and there are no plans to restrict the number of outlets.

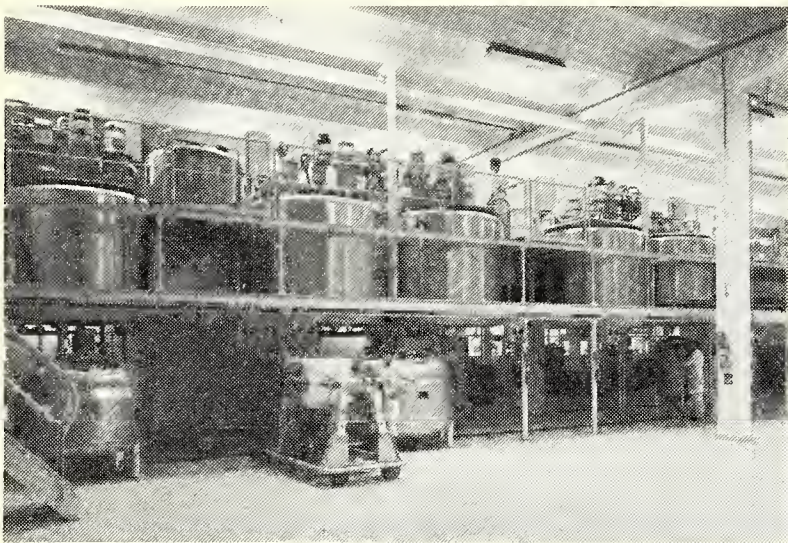
In France, the range includes shampoos, deodorants and depilatories but only the dermopharmaceutical preparations are available in the UK. This policy will probably continue for some time. Monsieur Vadon says, "We don't want to flood British pharmacists with too many products—particularly those that are short-lived and dependent on the whims of fashion. We will only introduce new items when we feel they have a definite advantage—a 'consumer plus' over our competitors' products."

How interested does he think the consumer is in sterility and quality control, particularly when it is well known that all cosmetics manufacturers have to employ strict standards and

Continued on p814

The factory and offices built six years ago in Vichy, France





Selling skin care

Continued from p813

consumer organisations advise women, for example, to try the cheapest moisturisers first then work upwards "until you find one whose scent and feel suits you" (*Which?* report, *C&D*, January 10, p29).

"For women who experience no particular skin problems or who have no great anxieties about ageing skin, then the *Which?* advice is probably relevant," he says. "However, there are many women who are more aware of the need for specialised skin products—perhaps because they have a certain problem, such as extreme dryness, spots or sensitivity. These women are looking for more than just a fatty cream and will try all alternatives until they find a brand which meets their exacting standards."

The Vichy range incorporates specific ingredients to cope with these imbalances, for example, the cream for oily skin contains S-carboxymethylcystein to help regulate overproduction of sebum. And on sterility, Monsieur Vadon believes that the more stringent the manufacturing conditions the less likely are the products to cause trouble in the minority, eg the woman who has a slight cut on her face. He stresses that sensitivity is not the same as allergy, which is a precisely defined reaction to a specific substance. The company makes no promises that the range is hypo-allergenic: "Hypo-allergenicity is difficult to define as there are no specific standards yet laid down." Further concessions to "consumerism" are that all the products are labelled with ingredients and "fancy packaging" is avoided as far as possible.

Finally, what is his reaction to the situation in UK pharmacies, where it is usually the unqualified assistant, not the pharmacist, who sells cosmetics?

"It is here that staff training and good display are critical," he feels. "We plan to expand our existing training scheme considerably. When this is well under way we hope that our contribution in educating staff in dermopharmacy generally, as well as about Vichy preparations, will help to promote and enhance the overall professional image of the pharmacy."

Above: The manufacturing area. On the ground floor are melting vats for creams which are propelled by sterile compressed air into the mixing vats above. Right: Part of the filling area

For men who don't have to try

Denim, a fragrance for men, is being launched nationally at the end of this month following a test launch of the... range in the Midlands. Elida Gibbs found the greatest market for a new product was among "ambitious and fashion conscious men under 35—the man that doesn't have to try too hard". After four months trial Denim showed signs of success.

The range offers Cologne (98cc, £1.95), aftershave (48cc, £0.98; 98cc £1.65), deodorant (200g, £0.63), hair control (170g, £0.47), shaving foam (170g, £0.47) and talc (48cc, £0.89)—all with "an outdoor smell with an intriguing spicy background and a citrus top-note".

The men's personal care and cosmetics market has doubled since

1970 and research shows 80 per cent of men use some perfumed toiletry product at least once day. Aftershave is said to be the most popular, followed by talc, with deodorant close behind. Nearly 25 per cent of all males in the UK are now using Cologne.

Women are said to buy 60 per cent of all men's toiletries, so packs have been designed to appeal to both sexes. Display material includes shelf organiser and strip, window and counter units, and, for aftershave, a showcard and tester.

Denim will be seen nationally on television and heard on nearly all radio stations, during a £550,000 campaign supporting the launch. Gibbs promise an "unusual" commercial. Full details are available from Elida Gibbs Ltd, PO box 1DY, Portman Square, London W1A 1DY.



The bigger the cc, the faster it goes.

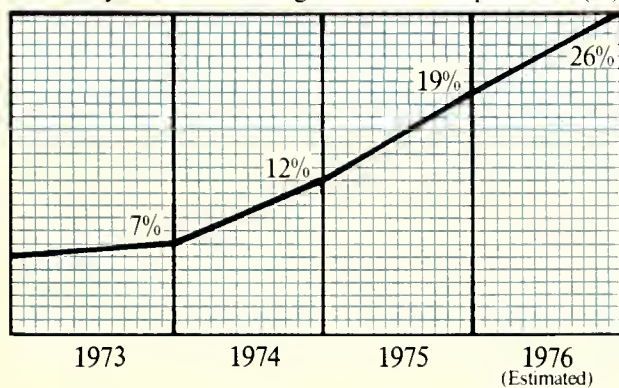
Pears Shampoo. Barely one year old. And already firmly established as a leading brand.

Because Pears gives your customers what they want from a shampoo. Gentleness.

There's something else your customers want now more than ever. And that's the best value for money they can get.

Look what's happened to sales of economy size shampoos over the past few years.

Economy Size as Percentage of Total Shampoo Sales (£)



So we've introduced a new Economy Size Pears Shampoo.

250cc will give your customers a saving of 22% on the Standard Pears size (80cc) and of 11% on the Large (130cc).

You get the support of £680,000 worth of Pears Shampoo advertising and promotion in 1976. You get a stronger display.

Your customers get the economy they want. And you get bigger profits.



Pears Shampoo. The gentle shampoo.



Elida Gibbs Ltd
The Brand Builders



Relying on the professional advice of the pharmacist

**6 sound reasons
for over-the-counter
recommendation of
Andursil[®]**
Antacid-Polymethylsiloxane Suspension and Tablets

- 1 rapid and sustained relief of symptoms for the long-suffering dyspeptic patient
- 2 maximum neutralising effect achieved rapidly
- 3 long lasting relief during the day-even longer at night
- 4 breaks down viscous foam-allows natural expulsion of gas protects the lower oesophagus from gastric acid reflux
- 5 colloiddally smooth texture
- 6 pleasant, patient acceptable, buttermint flavour ensures patient co-operation

Geigy

Andursil Suspension:- Aluminium Hydroxide Gel \equiv Al_2O_3 200mg. Magnesium Hydroxide 200mg. Aluminium Hydroxide/Magnesium Carbonate co-dried Gel 200mg. Activated polymethylsiloxane 150mg. in 5ml
Andursil Tablets:- Aluminium Hydroxide/Magnesium Carbonate co-dried Gel 750mg. Activated polymethylsiloxane 250mg. in each tablet.

Geigy Pharmaceuticals, Macclesfield, Cheshire SK10 2LY.

Reprimand after 'ingenious fraud' on health service

Mr Gordon Graham, Greenfield Road, Brunton Park, Gosforth, Newcastle upon Tyne, was reprimanded by the Pharmaceutical Society's Statutory Committee last week following his conviction last September for trying to obtain £5.07 by deception from the Newcastle Family Practitioner Committee and three charges of obtaining a total of £11.98 from the Committee.

Mr Josselyn Hill, for the Society, said Mr Graham and a Dr Frank Taylor had been charged in connection with "an ingenious fraud" on the health service while Mr Graham was pharmacist and manager of a branch of Boots in St George's Terrace, Jesmond. The doctor made out prescriptions in the name of genuine patients as "payments" for non-pharmaceutical items such as orange juice and cooking oil. Mr Graham accepted the prescriptions and marked them as dispensed, when in fact they were not. He himself had not benefited.

Detective Constable David Prinn told the Committee that the doctor had said the practice had gone on for six or seven years; Mr Graham had said it was two or three years. Mr Stanley Booth, a Society inspector, said he had known Mr Graham for about 20 years, including the 14 years spent at the Boots' branch. He had always considered him an efficient, conscientious and professional pharmacist. He had been sacked by Boots and was managing a pharmacy in North Shields. Mr Graham apologised to the Committee for bringing disgrace on the profession.

Forgery charges

The Committee severely reprimanded Mr Arthur Ernest Sunderland, High View Close, Darfield, Yorkshire. He had been fined £500 at Sheffield Crown Court last November on 10 charges of forgery and 10 of obtaining money by deception in connection with prescriptions.

The Committee's chairman, Sir Gordon Willmer, said Mr Sunderland had become involved in an "ingenious but rather obvious practice of dishonesty". In a number of cases where patients came to him with a NHS prescription and had paid their 20p, he endorsed the back of the form to represent that the person concerned was "an exempt person" and this entitled him to recover another 20p from the pricing bureau.

The Committee heard that the offences were committed in the summer of 1973 and came to light because of pricing bureau investigations in the autumn of that year. It was a complicated matter and the police had taken over nine months to complete their inquiries but it was understood that there was little money involved.

Mr Sunderland, 37, told the committee

that he had qualified in 1961. At the time of the offences his wife was seriously ill and, because of the pressure of work, he had only had one holiday since starting his business. He had got into the habit of putting his prescriptions aside each day instead of processing them straightaway. He then picked out from memory those who had asked him to complete the details for exemption and this was where the mistakes came in.

Sir Gordon said that in reaching their decision the Committee had taken into account that Mr Sunderland had been the victim of "terrible misfortunes" including the death of his wife after a long illness. But for this they might have imposed the ultimate penalty of striking his name off the Register.

Advertised pharmacy

The Committee reprimanded Mr Donald Aslett and his wife Dorothy, for advertising their pharmacy in Fairburn Drive, Garforth, in the *Wakefield Express*. The Committee heard that an "advertisers announcement" in the December 12 issue of the newspaper related to the expansion of Smallfry of Wakefield, a children's shop owned by Mr and Mrs Aslett in Lower Kirkgate. That did not concern the Society, but in the article the couple were described as qualified pharmacists. It said they ran a "family chemist's shop" in Garforth employing a team of nine "rightly proud of the high standard of service achieved in the best tradition of a family business."

One of the advertisements surrounding the article referred to offers also being available at the Garforth premises. Sir Gordon commented: "That was a direct advertisement for the Garforth pharmacy. There is no doubt that Mr and Mrs Aslett were not only advertising themselves but the Garforth premises as well."

Mr and Mrs Aslett, Berry Lane, Great Preston, Woodlesford, Leeds, did not attend the hearing. They had written saying the reference to "family chemist's shop" was merely background information. The advertisement was clearly directed to the expansion of the Wakefield premises. They added that they would not leave themselves open to misinterpretation in future.

'Filthy condition' denied

A London pharmacist told the Committee that while his shop might have been untidy, it was never in a filthy condition. Mr Charles Marcus, former director and superintendent pharmacist, of Baum (Chemist) Ltd, Mile End Road, Whitechapel, refuted the general picture which, he said, had been given by the evidence, that it was "wallowing in filth". The condition of the premises had been

grossly exaggerated, the whole thing was blown up, and an army of public health inspectors were trying to justify their existence, he said.

But Sir Gordon confirmed a reprimand announced at an earlier hearing but held in abeyance to allow Mr Marcus to attend to show why they should alter their decision. Mr Marcus had been asked to appear before the Committee following his conviction last August on nine offences under the Food and Drugs Act relating to the state of his premises.

He told the Committee that he had sold the business and had now retired except for doing some part-time work at the shop. Until early last year he had hardly seen a shops inspector and there were no complaints, but following a complaint to the Council, a series of inspectors visited the shop. By this time he was semi-retired and the shop was being run by a manager.

He thought that some of the trouble stemmed from the fact that it was a smallish shop, with a small dispensary, and it became overcrowded. Mr Marcus said that he did not believe that the summonses were warranted because after the inspectors had made their complaints, the whole place was given a good coat of paint and generally tidied up. By the time he sold the shop it was in a very fair condition.

"I had the impression that it was a case of Parkinson's Law—an army of public health inspectors are employed and they have to justify their existence", he said. "I was there for 40 years and I thought I was doing a worthwhile job but after they descended on me like a plague of locusts I had no alternative but to get out."

The Committee had heard at a previous hearing that Mr Marcus had been warned by a Society inspector on several occasions about the state of the premises.

Cannabis case concluded

The Committee concluded, without further action, the case of a young pharmacist who had been convicted of cultivating cannabis and possessing cannabis and amphetamines. The matter had been adjourned for a year last April, and the pharmacist concerned had now produced two references, including one from the pharmacist who had been employing him since last November. He told the Committee he had settled into his job and had nothing more to do with cannabis.

NPU offers range of brass mortars

The National Pharmaceutical Union is now offering members a range of 10 solid brass mortars and pestles, reproductions of originals held in Continental and English collections. Prices, including packing and carriage, range from £5.25 to £36.50 plus VAT with two in the form of book-ends. Details from NPU Ltd, 321 Chase Road, London N14 5BR.

□ The Pharmaceutical Services Negotiating Committee reminds pharmacists that orders for Norinyl 1/28 and Minovlar ED carry two professional fees but no prescription charges.

Professional News

Pharmaceutical Society of Ireland

Concern over extemporaneous dispensing 'difficulties' experienced by the public

The Practice of Pharmacy Committee of the Pharmaceutical Society of Ireland is to consider the question of alleged difficulties patients are experiencing in having extemporaneous prescriptions dispensed.

The matter was raised at last month's meeting of the Society's Council by Mr E. Burrell, who expressed concern at the problem. Mr L. Cashman asserted that it was often the fault of patients who carried prescriptions in their pockets from early morning and demanded immediate attention just before closing time when the pharmacist was trying to tidy up at the end of a busy day.

Thanks for gift

The Pharmaceutical Society of Northern Ireland had written, thanking the Society for a gift which the president, Dr W. E. Boles, presented to the Northern Ireland president, Mr T. Eakin, at a function in March. Mr W. Gorman, secretary of the Northern Ireland Society, wrote as follows: "At our last Council meeting the members had an opportunity to admire the beautiful steel engraving of your Society's building which Dr Boles presented to us. I have been asked to convey to your Council the gratitude of my president and Council for such a delightful gift which is being given a prominent place in our Council Room."

Dr Boles referred to the awarding of an honorary membership of the Northern Ireland Society to Mr J. G. Coleman, the former registrar of the Pharmaceutical Society of Ireland, and said that it was a great honour not only to Mr Coleman personally but to the entire body of pharmacists in Southern Ireland. Honorary membership was one of the most rarely used distinctions at the disposal of the Pharmaceutical Society of Northern Ireland, and had been conferred on average only once in 10 years.

The conferring was performed at a special golden jubilee dinner which Dr Boles and some of his colleagues attended with Mr Coleman. Dr Boles said it was a fine function and he felt it a privilege to have been there representing the Society's Council. He was happy to see such a large gathering of pharmacists together, especially in these politically troubled times.

FIP correspondence

The registrar, Mr M. J. Cahill, reported to Council on two communications received from FIP. The first advised of a meeting of the steering committee of the general practice section, to be held on September 8 during the 26th International Congress of Pharmaceutical Sciences in Warsaw, Poland, and requested

the name of the Society's representative. It is a stipulation of FIP that only one delegate per country may be appointed as a national representative to this steering committee. It was decided to nominate Mr J. P. O'Donnell.

The second communication sought reaction to proposed increases in the financial contribution of member countries. Members of the Council felt that increases over current levels would not be desirable and it was agreed to communicate with FIP accordingly.

Mr O'Donnell submitted a report on organisation changes proposed for FIP by the Beckett Commission. A re-structuring was considered necessary to bring the federation into step with today's need in the field of international pharmacy.

Congress exhibition

The Southern Region Pharmacists Association advised the Council that they intended mounting an exhibition during the 1976 Pharmacy Congress, with stands featuring such items as pharmaceutical equipment, office and filing systems, safes, and burglar alarms. They asked the Society if they would be interested in availing of space at this exhibition. It was decided to refer the matter to the joint Congress Committee for consideration.

On a proposal by Dr Boles, seconded by Mr M. Shannon, the members passed a vote of sympathy with Mr D. W. P. Boyd, director, Post-Graduate Education Committee, on the death of his wife during the previous week.

Mr Cahill reported that 19 candidates, including three repeats, had entered for the Licence Examination in May. For the pharmaceutical assistant examination there were 77 candidates of whom 52 were presenting for the first time.

Mrs Anne Byrne (nee Fennell), Assistant, was granted change of name in the Register, her marriage certificate having been submitted. The following addresses were changed: Mrs Mary R. A. Purcell, MPSI, to "Petmer", Burrow Road, Portrane, co Dublin; Mrs Mary F. T. O'Connor, LPSI, to "Santa Anna", Ailesbury Road, Dublin 4; Miss Bernadette Curtin, MPSI, to 31 Suncourt, Midleton, co Cork; Miss Catherine H. Tobin, MPSI, to An Fhoithimt, Monkstown Grove, Blackrock, co Dublin; Mr Edward Crowley, MPSI, to 277 Belgard Heights, Tallaght, co Dublin; Mr George Klein, MPSI, to 5 Hillensberg, Alpine Road, Lynnwood, Pretoria, South Africa; Mr J. G. Houlihan, to 20 Lakelands Crescent, Stillorgan, co Dublin; Mrs Anne Christine Byrne, (nee Fennell), Assistant, to "Loreto", Granby Row, Carlow.

Mrs Mary F. Dowdall (nee O'Grady), LPSI, Mrs Mary G. Kelly (nee Keaveny), Assistant, and Mr John Maher, MPSI, were restored to the Registers; and Annie T. Leech and Ranjith Laloo were elected as Members of the Society. The following were nominated for membership: Bridget Gray, LPSI, and Thomas Gray, LPSI, 14 The Moorings, Malahide, co Dublin; and Sean McElroy, LPSI, Navan Road, Dunboyne, co Meath.

The following deaths were reported: Thomas J. McDermott, LPSI, Terence M. Moylett, MPSI, John Martin Poots, MPSI, Jaames Keating, Associate Druggist.

The following were granted change of name in the Registers at a previous meeting, certificates having been submitted: Mrs Cait Murphy (nee Breathnach), LPSI; Mrs Catherine Mary Callinan (nee Reid), Assistant; and Mrs Deirdre Ward (nee Brady), Assistant.

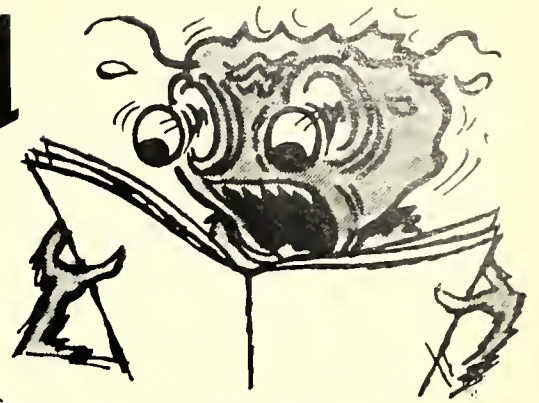
The following addresses were changed in the Registers: Mr Timothy Cashman, MPSI, to 42 Clonard Drive, Sandyford Road, Dundrum, Dublin 14; Mr Martin J. Fahy, MPSI, to 13 High Street, Galway; Mr Eamonn N. Kinirons, MPSI, to Court Farm, Mulhuddart, co Dublin; Mr Patrick R. Lalor, MPSI, to c/o Mrs Timoney, 3 Earlsvale Road, Cavan; Mr John J. McCormack, MPSI, to "The Barn", Barnhill Road, Dalkey, co Dublin; Mr David F. Nunan, MPSI, to 12 Rathclaren, Killarney Road, Bray; Mr Jeremiah M. O'Regan, MPSI, to 22 Seacourt, Clontarf, Dublin 3; Mrs Monica A. O'Rafferty, Assistant, to 75 Broadford Rise, Ballinteer, Dublin 14; Mrs Mary Patterson, Assistant, to 173 Somerset Avenue, Gate, Bristol BS17 5SL; Miss Sheila O'Callaghan, Assistant, to "Sunville", 53 Marlborough Avenue, Douglas, Cork; Mrs Deirdre Ward (nee Brady), Assistant, to 121 St Assams Avenue Raheny, Dublin 5; Mrs Cait Murphy (nee Breathnach), LPSI, to 73 Dollymount Avenue, Clontarf, Dublin 3; Mrs Anne O'Connor, Assistant, to Bellvue, Cross Avenue, Blackrock, co Dublin.

The following were elected as Members of the Society: Nora Gray, Thomas R. Kehoe, Robert J. Magnier, James O'Farrell, Tomas O'Fearraigh.

PATA officers and Council members

The Proprietary Articles Trade Association council and officers for 1976 are: President, G. W. Herdman; vice-presidents, R. Anderson, R. S. Clapton, N. D. H. Shipley; treasurer, T. Marns; secretary, C. C. Green. Council, *Manufacturers* De Witt International Ltd (R. S. Clapton), International Laboratories Ltd (T. Bellm), Thos. Marns & Co, Division of Arthur H. Cox & Co Ltd (T. Marns), Miles Laboratories Ltd (R. King), Nicholas Laboratories Ltd (J. S. Turner), Optrex Ltd (J. W. S. Woodford). *Wholesalers* Ayrton, Saunders & Co Ltd (N. D. H. Shipley), E. H. Butler & Son Ltd (E. H. Butler), East Anglian Wholesale Supplies Ltd (J. O. Briggs), Northern Pharmaceuticals Ltd (E. Robinson), Smith & Hill (Chemists) Ltd (R. A. Daykin), Vestric Ltd (P. M. Worling). *Retailers* R. Anderson, C. N. Bedford, A. G. Garrett, G. W. Herdman, J. R. Marshall, S. J. Turner.

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economical. One
killing for months
So spray some to

PLAGUED BY CRAWLING INSECTS
Spray an invisib
do
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So spray some

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NPU calls for 'rethink' on Medicines Act proposals

The National Pharmaceutical Union this week published the evidence it has submitted to the Department of Health on implementation of Part III of the Medicines Act 1968 (see p796). The evidence is over the signature of Mr J. Wright, NPU secretary, and is set out below.

General

May I first express the keen disappointment that I know will be felt by all independent proprietor pharmacists when they realise how few changes will be brought about, in practice, by the implementation of Part III of the Act. The Commission, its two advisory committees on the General Sales List and Prescription Only Medicines List, the many technical committees and individual experts, bodies such as our own representing various medical and pharmaceutical interests and the countless companies and firms who will be affected have all spent a great deal of time during the past seven years or so discussing the implications and implementation of Part III. We naturally hoped that the effects would be far-reaching and give pharmacists not only greater control over the distribution of medicines but also more scope than before to exercise the skill and use the knowledge which they have acquired so painstakingly.

We now find that the system under the Medicines Act is to be so similar to that which operates under the Pharmacy Acts and the Therapeutic Substances Act, that the temptation to suggest retention of the

status quo is almost overwhelming. In practice there will be as many medicines as before on general sale and as many as before available only on prescription. Cautionary labelling, record-keeping and prescription requirements will differ only in detail and virtually the same categories of person will be entitled to sell, supply and possess the same medicines as before. There will certainly be very few practical changes which could not have been effected under the "old" legislation, or by making fairly straightforward amendments to it. We must therefore make the point that the eighteen substantial sections in Part III, together with the dozen or so statutory instruments now proposed, represent very little return for the amount of effort invested in them.

We feel that a golden opportunity is being lost to overhaul and simplify the law relating to medicine distribution. The changes foreshadowed by the White Paper ("The legislation now proposed will introduce either substantial changes or entirely new provisions . . . These will cover . . . additional safeguards in relation to distribution and retail sale and supply of drugs . . .") are nowhere to be seen.

Our general reaction to the proposals is that, in practical terms, they will have little effect and that pharmacists and others will face the formidable task of familiarising themselves with a large body of primary and secondary legislation merely to discover the relatively few detailed changes brought about by it.

General Sale List 'too long'

We consider the GSL to be far too long. Paragraph 43 of the White Paper which preceded the Medicines Bill clearly implies that medicines should be allowed on general sale as the exception rather than the rule. This concept has been carried over into the Act which is drafted to make clear Parliament's intention that the primary distribution point for medicines should be the pharmacy. As I said in the first paragraph of my letter of September 20, 1973 (which outlined our views on the Commission's initial recommendations) we cannot accept that it is within the spirit of the Act to allow as many medicines as before to be sold alongside soap-powder in supermarkets.

In buying their home remedies at a pharmacy, patients have the tremendous advantage of the ready availability of the pharmacist to advise on which medicine to choose and the precautions to be observed in its use, and often that the best course is to seek medical advice rather than buy any medicine at all. This expert guidance, the value of which to the National Health Service is invariably

underestimated, is not available in non-pharmacy retail outlets where the sole motivation is profit and where patients may frequently be persuaded by modern merchandising techniques to buy more medicines, or more of a particular medicine, than they need. The absolutely safe medicine has yet to be discovered; the public interest demands that only in exceptional circumstances should potentially harmful substances be sold by someone who knows nothing about them.

We therefore welcome the proposal to restrict the pack-size of certain GSL analgesics and the proposed ban on the sale of the preparations by self-service and self-selection techniques. Our view, like that of the Pharmaceutical Society, is that any preparation which is so potentially harmful as to have its pack-size restricted ought not to be allowed on general sale at all. It is also our view that no medicines should be sold by self-service or self-selection. If shopkeepers are prepared to make special "kiosk" arrangements to sell analgesics, there would appear to be no reason why they should not do so for

all GSL preparations. This would not only protect children but would also greatly assist in promulgating the message from the White Paper that ". . . drugs and medicines are not ordinary commodities . . ." This notion would be further emphasised if resale price maintenance on proprietary medicines was to be given statutory force. We realise that such a move might not be politically acceptable in today's economic climate, but we hope nevertheless that it will be considered.

The new warning labels on GSL analgesics will undoubtedly prove valuable. But we doubt, in the case of the proposed label for preparations containing aloxiprin, whether many people will know what is meant by "derivative". We suggest: "CONTAINS A SUBSTANCE SIMILAR TO ASPIRIN. DO NOT EXCEED THE STATED DOSE."

We also welcome the proposal to list medicines in the automatic machines section by product name rather than substance, and the proposed restriction on pack size.

Prescription-only List

We welcome the inclusion of phenobarbitone and phenobarbitone sodium in the list of those POM list preparations which can be supplied by pharmacists in an emergency with a prescription. We also note with approval that it will only be necessary to record, in the "emergency supplies register", either the proprietary name or the approved name, and not both as originally proposed.

In relation to emergency supplies by pharmacists, we would like to see an extension from three to five days in the duration of medication which a pharmacist can supply. This would take account of bank-holiday weekends when it might not be possible for a patient to see his or her own doctor for a repeat prescription for four or five days.

If the Medicines Commission takes the view that it is desirable for prescriptions to bear a dose and a quantity, why not make it mandatory for the prescriber to include them? We are only too well aware of the difficulties faced by pharmacists who are asked to dispense incomplete prescriptions, especially when the prescription is presented at a time when the prescriber is not available. But we cannot understand why the pharmacist should shoulder the burden, or indeed why he or the patient should suffer at all in such circumstances.

We consider that the Act itself should be amended so that the onus for ensuring that prescriptions are complete rests where it should, with the prescriber. If this is really impracticable (and we remain to be convinced that it is) we should like further details of the action that it is proposed should be taken "to rectify the existing unsatisfactory situation" before commenting further. We are grateful to the Commission for recognising the problem which often faces pharmacists at present.

Prescriptions, in our view, should be written so that the dispensing pharmacist can (a) identify the patient (or, in the case of a veterinary prescription, the person to whom the medicine is to be supplied); (b) select the correct medicine and measure the quantity required; (c) label the con-

tainer with instructions that will enable the patient to take the correct dose at the appropriate intervals, and (d) identify and, if necessary, contact the prescriber.

If prescriptions are to be valid only for a limited period, they should also obviously be dated. The proposals fulfil the above requirements (except for dose and quantity) but they also require the prescription to bear the prescriber's registered qualifications. Presumably it will be unlawful to dispense an incomplete prescription and we see considerable difficulties arising for pharmacists, especially in dealing with prescriptions written by locums and doctors in hospitals. We think this requirement will create more problems than it will solve and should be dropped. We also take the view that it is unnecessary to mark veterinary prescriptions: "for animal treatment only". We cannot visualise any situation where the person to whom a medicine is delivered does not know whether it is to be used to treat an animal.

We note that an alternative is sought for the expression "multiple warts" which, we agree might not be understood by everyone. We suggest that the following cautionary label be used for podophyllum resin: "WARNING. DO NOT TREAT MORE THAN FIVE WARTS AT THE SAME TIME WITHOUT SEEKING MEDICAL ADVICE."

If it is to be a requirement that records of sales and supplies of POM List preparations must be made on the day of supply or the following day, it should not be necessary for the regulations also to provide that the records be made in chronological sequence and consecutively numbered.

We have only one comment to make on the proposed Medicines (Exemption from Pharmacy Sales) Order. We are concerned that, as pointed out in paragraph 10 of consultation document MLX58C, it will be possible for businesses which are not conducted from registered pharmacy premises to be described as "retail pharmacy business" within the meaning of

Section 132. We realise that the use of this expression will be prohibited in connection with retailing by Section 78 of the Act. Nevertheless we regard it as the thin end of an objectionable wedge although, because of the drafting of the relevant part of Section 132, we cannot see how the problem might be overcome.

Concluding the NPU's evidence, Mr Wright says that the general criticism of the proposals is couched in strong terms. "We believe this accurately reflects the depth of feeling that will be engendered amongst our members when they realise how little practical benefit will accrue from this extensive new body of legislation."

"We also realise that it is asking a great deal of the Commission and the Department's officials to rethink the proposals almost from the beginning. But this, we think, is what must be done to make the most of the opportunity presented by Part III of the Act."

Proprietary manufacturers' evidence, see p796.

Letters

PSNC 'face saver'?

I was astonished to read in last week's issue of the incredibly weak and naive question tabled by Mr Jim Lester, on behalf of the Pharmaceutical Services Negotiating Committee. The question, aimed at the Secretary of State for Social Services, surprisingly, or perhaps not so surprisingly, had nothing to do with the declining state of pharmacy, but was apparently merely intended as a "face-saver" by our present "negotiators".

Shortly after its publication, I was besieged by numerous telephone calls from pharmacists expressing their grave concern at the irresponsibility of the PSNC in displaying to parliamentarians their gross weaknesses not only in negotiations, but also in their paths of communications with the DHSS. Such irresponsibility by our "negotiators" can only further denigrate pharmacy and defeat all our efforts to assist the survival of "independent" pharmacy, which is supposed to be the objective of the PSNC.

If the PSNC feels that it has not the same facilities for access to officers of the DHSS and its Ministers as ASTMS, then rather than belittling itself and those whom it represents, there is one simple answer—PSNC must admit to itself that alone it is a futile exercise to continue any longer the "charade" of "negotiations" which over the past sixteen years has done nothing to prevent the continuing decline of retail pharmacy. If the PSNC really has the interests of the profession at heart, it must show this by getting together with ASTMS and determining mutually acceptable conditions under which the PSNC could make the best use of the extensive facilities which ASTMS has to offer.

Time is running short for independent pharmacy. Without adequate Parliamen-

tary representation and effective trained negotiators, OBEs and other New Year honours will do little to save the profession.

Stanley Blum

Secretary, general practice
pharmacy section, ASTMS
London NW1

Candidates' thanks

May I, through *Chemist & Druggist*, express my thanks for the opportunity and privilege I have had in serving pharmacy as a member of Council.

May I thank all my friends and supporters for the phone calls, messages and numerous letters received, to which I hope to reply personally eventually.

Mervyn Madge
Plymouth

May I, through the courtesy of your columns, thank all those members of the Society who voted for me in the recent Council election.

Roger W. Odd
Stoke Mandeville, Bucks

May I record my sincere thanks to the members of the Society who voted for me in the recent election.

E. Lucas-Smith
London SW1

In the letter from Mr W. A. Beanland (May 8, p 683), the name of Mrs Lucas-Smith should not have been included among candidates "definitely over 60 years of age" on the basis of registration date. Mrs Lucas-Smith in fact joined the register in 1939—Editor.

Canterbury Appeal success

Through your columns I wish to thank your readers, many of whom have taken part in the collection box scheme in aid of the Canterbury Cathedral Appeal. The many donations placed in the boxes in shops have contributed substantially towards the £2m so far raised towards the £3.5m target.

If any readers still have a collection box, it would be helpful if the money could be handed in now. Donations can be de-

posited at any branch of Lloyds Bank for credit to the Canterbury Cathedral Appeal Trust Fund Collection Box Account, held at Lloyds Canterbury High Street Branch—account no 0309685.

At the same time, should your readers wish to continue to help Canterbury Cathedral by displaying a new collection box, please apply to me at the address below.

Paul Oliver
1 Welbeck Street,
London W1A 1DF

CDA premiums to rise?

A rise in Chemists' Defence Association Ltd premiums during the forthcoming year is forecast in the annual report, published this week. The number of claims in relation to dispensing remains small, but individual claims can result in damages amounting to thousands of pounds. Two "professional" claims cited involved atropine instead of pilocarpine eye drops being dispensed, while occupiers' and public liability claims came from customers falling down steps or down open trap doors in pharmacies.

CDA members are urged to familiarise themselves with new employment law—only legal costs are covered and members must bear any compensation awarded to employees—which, for unfair dismissal, is now a maximum of £11,760.

Training Directive delay

Publication of a new draft of Directive VII, which would lay down the educational requirements for free movement of pharmacists throughout the EEC, has been deferred to an uncertain date.

The European Communities Commission office in London was unable to say why, other than that there had been "difficulties" and that considerable headway in 1975 on agreements about pharmaceuticals, delayed for 10 years since the first Directive of January 26, 1975, might help towards progress. Publication of the new draft of Directive VII had been expected within the next few months.

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Westminster report

'Select committee' request on industry and third world

The Secretary of State for Social Services was last week asked to set up a select committee "to investigate the dealings of British pharmaceutical companies with third world countries". Mr Andrew Faulds asked the question following the representations of War on Want, Third World First, and the Haslemere Group who recently issued a report on the subject (*C&D*, May 15, p696).

Replying, Mr David Ennals said that the Commons Expenditure Committee has two subcommittees—the social services and employment subcommittee and the trade and industry subcommittee—whose remit cover those areas and it would be for them to decide what areas they should investigate. "I see no reason to establish a special select committee", he added.

Bill would make vocational training for gps compulsory

A Bill published last week would make it compulsory for doctors going into general practice in the National Health Service to have vocational training—approved experience after they have qualified.

The National Health Service (Vocational Training) Bill would require doctors in England, Scotland and Wales to have prescribed medical experience before they can become principals (ie not locums or assistants) providing general medical services. This is in addition to a doctor's university course and pre-registration work in hospital. Details of the required experience would be set out in Regulations after consultation with the medical profession and other interested bodies. The timetable for implementing the Bill, also subject to consultation, would take account of the need to allow doctors time to plan their careers in the light of the new arrangements when they are settled.

Clinical pharmacologists: up to health authorities'

Asked by Mr Mike Thomas what his attitude was to the proposals made by the Royal College of Physicians on clinical pharmacology, Dr David Owen, Minister of State for Health, said in a written Commons reply last week that he shared the College's desire that there should be an expansion in the clinical service role of such specialists.

"I accept that they can play an important part in specialist consultations on clinical problems and provide valuable advice to their colleagues on the effective and economic use of drugs", he stated, adding that it was for individual health authorities to determine in the light of the resources available to them and their own

priorities to what extent it was possible to expand the services provided.

NI 'discrimination' Order

Both Houses of Parliament last week approved the Sex Discrimination (Northern Ireland) Order 1976, which had been laid before them in draft form. It was explained that the Order would apply to the province provisions similar to those contained in the Sex Discrimination Act already applying in the rest of the UK.

Devolution Bill soon

The Government are determined to introduce legislation on devolution to Scotland and Wales at the beginning of next session and to ask Parliament to pass it in that session. Mr Michael Foot, Lord President of the Council and Leader of the Commons, said it had been decided to keep to a single combined Bill as separate Bills would take up too much Parliamentary time. A draft Bill would not be published this session as it would divert effort from preparation of the Bill for next session.

Call to control methanol

Mr J. P. W. Mallalieu asked whether the Secretary of State for the Home Department, in view of recent fatal accidents due to the consumption of methanol, will consider having it designated as a drug

within the meaning of the Misuse of Drugs Act 1971.

Dr Shirley Summerskill, Under Secretary of State, replied "No, Sir; methanol is so widely used by industry and members of the public for legitimate purposes that restrictions on sales would require evidence of widespread misuse of which we are not at present aware."

Disposables for diabetics

Making disposable syringes and needles available to diabetic NHS patients could not be justified when there are so many competing claims on limited resources, Dr David Owen told Mr David Hunt. Neither would it be easy to devise a satisfactory arrangement for restricting such supplies to children only. The additional cost in England of making disposable syringes available would be £1.5m and for needles £0.85m; if restricted to children only, £0.15m and £0.09m respectively.

□ Answering a question on what the equivalent charge to the prescription fee would now be, and whether there were any proposals to increase the fee, Dr Owen replied that the equivalent charge to the 20p levied from 1971 would now be 39p; there were no plans to increase the charge, but it was the Government's intention to phase out all prescription charges "as economic circumstances and resources available for the health services permit."

Metration Bill goes ahead in amended form

The Government have re-introduced their previously-delayed Metration Bill in an amended form, and it received its first reading in the Lords last week.

In a statement to the Commons, Mr John Fraser, Minister of State for Prices and Consumer Protection, explained that since the postponement of the second reading of the Weights and Measures Etc Bill the great preponderance of representations from organisations representing consumers had been in favour of proceeding with it. The Government had received similar representations from both sides of industry and from educationalists. MPs who had reservations were concerned almost exclusively with safeguards and the pace of change to a metric system in relation to consumer transactions; however, the Bill already contained considerable consumer protection safeguards. A number of amendments to assist further the consumer during the metric change-over have since been considered and have now been incorporated in the Weights and Measures Etc No 2 Bill which has now been introduced in the Lords.

The changes amend the provisions relating to consultation which were incorporated in the original Bill; the Secretary of State would be required to consult in particular with organisations representative of consumer interests which it appears to her will be affected by any proposed Order to be made under clause 2 of the original Bill. A second provision would allow the continued use of imperial units of measurement for explanatory purposes, alongside metric units, even though those imperial units may no longer be used as legal measures for trade. A further new

provision would give power to require the display of conversion tables and such other transitional and incidental provisions as are necessary to safeguard consumer transactions.

Mr Fraser added: "When the new Bill becomes law the Government does not intend to proceed with any short, sharp completion of the metric changeover . . . the Government intends to give priority to those areas where the greatest degree of consumer confusion could result from the presence in shops of dual ranges of metric and imperial packs; to those areas where ranges of prescribed quantities are being laid down for the first time and to other areas where there are distinct practical advantages in early adoption of the use of metric units."

The Government will also seek amendment and clarification of the proposed EEC Directive on the approximation of the laws in relation to units of measurement; the draft Directive mitigates the obligation contained in the Treaty of Accession that planned for the disappearance of imperial units by the end of 1979, but amendments and clarification are to be sought to ensure that it goes no further than prohibiting the authorisation by statute of imperial measures; that it does not vitiate the customary use of certain measures which are not prescribed by law, eg the length of a cricket pitch; that it does not inhibit the power of the UK Government to make transitional provisions for the use of imperial units for explanatory purposes, such as the display of conversion charts; and that it does not affect the use of existing equipment nor the manufacture of spare parts for it.

Company News

Sangers recover with doubled profits

Preliminary results of Sangers Group Ltd for the year ended February 29 show that the group's turnover was up by £9.7m, and pre-tax profits rose by nearly £1m compared to the previous year—reflecting the recovery anticipated in last year's report. Total turnover for the year was £65.1m (£55.4m in the previous year); profit before tax was £1.88m (£0.91m) which, after taxation, yielded £0.83m, of which some £0.36m is to be retained in the business.

Recommending a final dividend of 3.68p per ordinary share, bringing the total for the year to the maximum permissible 5.28p (4.80p previously), the directors say this is an expression of confidence of the company's position to make the best of whatever situations arise, despite uncertainties in the general state of the country's economy. The group's reorganisation has been successful and is expected to show continuing benefits in terms of better profitability; sales have also been satisfactory, with growth in real terms continuing into the new financial year. The report adds that no major diversification plans have yet come to fruition, but the rights issue money is still intact, and the company's intentions in that direction are still being pursued.

Federated Chemicals' profit and turnover drop

Pre-tax profits of Federated Chemicals Holdings Ltd was, at £0.50m, some £1.04m down in the year ended December 31, 1975, compared to the 1974 results. Group turnover also fell from £31.0m in 1974 to £30.8m, and the company's yield after tax, minority interests and extraordinary items, was some £0.46m down at £0.83m.

Whilst recommending a final dividend of 1.819p a share, which would bring the total for the year to 2.9929p, the maximum permitted under the present legislation, the directors say they are aware that that would not be covered by profits excluding extraordinary items; however, they believe that the prospects justify that level of dividend. The company statement adds that 1975 was an extremely difficult year for chemical trading companies throughout the world, with many prices falling and margins being additionally squeezed by rises in operational costs; profits were further depressed by the need to sell lines of stock at cut prices, by writing down about £150,000 in the value of certain stocks, and by high set-up costs and initial losses arising from new ventures already committed prior to the recession. However, there are signs of a recovery in the economic environment in which the company operates, with 1976 first quarter figures ahead of 1975.



Arthur H. Cox & Co Ltd, Brighton, bade farewell to one of their longest serving members of staff recently when Mrs Lovell—better known to her many friends throughout the trade as Miss Winnie Antrobus—retired after 48 years of service with the company. Starting as an assistant in the costing department in 1928, Mrs Lovell became personal assistant to Mr Anthony Cox, then buying director, and showed such ability that she took over the buying department when Mr Anthony Cox became managing director. At a farewell function the present managing director Nicolas Cox—son of Mr Anthony Cox—paid a tribute to Mrs Lovell's long and valuable service before making a presentation from the directors

Market News

Emphasis on oils

London, June 2: There has been a general increase in most essential oil prices during the past week to compensate for exchange currency differentials and a realisation on the part of traders that stocks are becoming depleted. Whilst essential oils and crude drugs are not traded in to the extent of some other commodities (for example, coffee, cocoa and metals) in times of inflation, there has been an understandable tendency for the market to become extremely sensitive to any sizeable inquirer.

Particularly firm are the spice and American mint oils. *Piperata* of Far West origin has risen to around £19.00 kg and the 1975 crop, which was of reasonable size, seems to have been taken up. In fact business in new crop has already begun—several months earlier than normal—although the first supplies will not be available before September-October. It is much the same with spearmint. Lemon oil continues firm with Sicilian producers distilling to order only. The growers are given a subsidy for export sales of the fresh fruit but there is no corresponding aid for the producers of oil. During the week Sri Lanka has increased the floor price for citronella oil

with the result that spot has advanced by 8p and shipment by 17p kg. The wide differentials between spot and forward lemongrass was maintained. Sandalwood oil was traded at £60.00 kg on the spot.

World olive oil production in the 1975-76 crop year is estimated at 1.65 m metric tons (1.37 m last year). Spain is expected to boost production to 450,200 metric tons (from 308,100 tons), according to the International Olive Oil Council.

Crude drugs were mostly unchanged in price. Menthol, however, was dearer by £0.10 kg in the forward position.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—BPC glacial £227; 99.5 per cent £216; 80 per cent grade pure £201, technical £187.

Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £236.25; 85 per cent £251.25 to £209.

Phosphoric acid: BP sg 1.750, £0.4373 kg in 10-drum lots.

Tartaric acid: About £705 per metric ton.

Crude drugs

Honey: (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £480, medium £460; Canadian £650; Mexican £490.

Liquorice root: Chinese £190 metric ton, cif. Russian £245 spot; £235, cif. Block juice £1,130. Spray-dried £1,050.

Menthol: (kg) Brazilian £8.80 spot; £8.65, cif. Chinese £9.75 in bond; shipment £9.40, cif.

Saffron: £220 kg spot.

Squill: Italian spot nominal, £850 metric ton, cif; new crop. Indian £170, cif.

Essential and expressed oils

Almond: Sweet in drum-lots £1.20 kg.

Anise: (kg) £16.50 spot; £16.00, cif.

Bois de rose: (kg) £4.60 spot.

Buchu: South African £155 per kg spot.

Camphor white: £0.85 kg spot; £0.80, cif.

Caraway: Imported £16.00 kg; English £28.00.

Cardamom: English distilled £120 kg.

Cassia: Chinese spot and shipment not quoted.

Cedarwood: Chinese £1.00 kg spot; £1.02, cif.

Celery: English £28.00 kg.

Citronella: Ceylon £1.25 kg spot; £1.17, cif. Java and Chinese £1.40, cif.

Coriander: Imported Russian £19.50 kg spot.

Dill: £15.00 in drum-lots.

Fennel: Spanish sweet £9.00 kg spot.

Geranium: (kg) Bourbon £26.50 spot.

Lavandin: About £5.00 kg.

Lavender: French £19.50 kg spot.

Lavender spike: £10.00-£11.00 kg spot.

Lemongrass: Spot £4.00 kg; £3.55, cif.

Indian £22.00; from East Indian £20.00. Imported £7.00-£7.50, cif.

Lemon: Sicilian best grades about £7.20 kg.

Lime: West Indian about £8.60 kg spot.

Mandarin: £8.40 kg.

Orange: Florida £0.75 kg; West Indian £0.50.

Origanum: Scarce about £12.00 kg.

Palmarosa: No spot; £7.40 kg, cif.

Pennyroyal: £11.00 kg to arrive.

Pepper: English distilled ex-black £75.00 kg.

Peppermint: (kg) Arvensis—Brazilian £3.70, spot; £3.55, cif. Chinese £4.00 spot; £3.85, cif. Piperata

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Coming events

Monday, June 7

North Metropolitan Branch, Pharmaceutical Society, Wellcome Building, Euston Road, London NW1, at 7.30. Annual meeting. History of medicine exhibition and historical medical library will be kept open for early part of the evening.

Tuesday, June 8

Galen Group, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Mr J. H. Treacey on "The Cheshire homes".

Thursday, June 10

Barnet Branch, Pharmaceutical Society. Visit to Chelsea Physic Garden.

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